

# PRINTERS' INK

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No. 1

## Building the One Best Campaign to Fit a New Product

By W. J. Arkell

Vice-President, G. Washington Coffee Refining Co., New York

WE started three years ago, my associates and I, with a new product, a crystallized coffee, put out under the brand name of G. Washington Prepared Coffee. Four months after our start, we had secured a foothold in what is generally acknowledged to be one of the most difficult markets in the world and were selling the equivalent of 42,500 cups of 40-cent coffee every morning. Now, after three years, our sales have reached the equal of about 1,000,000 cups a day.

We have done it partly through advertising and partly through various sales methods. We have made our share of mistakes; and some of them have been costly. But the net results of our efforts have been gratifying.

The per capita consumption of coffee, in this country, is about 9 or 10 pounds per annum. It has reached 11 pounds. Just now, on account of the high price of coffee, it has fallen to about 8¾. This means a total market of \$260,000,000 upwards a year.

All but an infinitesimal part of this immense demand is being filled in a way that has varied only slightly in the hundreds of years that have elapsed since the discovery of the coffee plant on the plains of Arabia. The berries, after roasting (and some before roasting), are packed in bulk and distributed through the ordinary retail channels. In the olden days every household had its coffee grinder. Afterwards the retailer did most of the grinding. It was

a development of some significance when the grinding was done on a large scale by the manufacturer and the prepared product, packed in airtight tins, put out under a brand guaranteeing uniformity of quality.

Yet ground and branded coffees constituted no radical change or improvement in the product. Valuable as the brand idea is, it has thus far failed, in this line, to show any marked susceptibility to sales manipulation. It affords little or no leverage for advertising to do its selective work.

### SNAGS IN WAY OF NEW BRAND

The grounds for this are several. The most important is the fact that the greater part of the retail demand is for bulk goods, the natural prejudice of the public favoring a freshly ground and generally cheaper product. There being a wider margin of profit for the retail grocer in the bulk goods—30 per cent or 40 per cent as against 15 per cent to 20 per cent on branded goods—he does not work overtime trying to destroy the popular prejudice. However, if he desires—and many of the larger retailers come to desire—a private brand of his own, it is the easiest thing in the world for him to get it, and he will certainly not thereafter push an advertised brand against it. Similarly, any grocery jobber that does not have his own private brand is not alive to his opportunities. Add the fact that the popular taste in coffee is as capricious as it is in

other directions, and one sees that there is a pathway full of thorns for the advertising manufacturer with a new brand.

In other words, the competition is keen and extensive. Quality in the product does not or need not differ widely in the various offerings or brands of the same goods or price and no brand has any necessarily superior advantages to proclaim. There is consequently no fulcrum for an advertising lever; there is no way for an enterprising advertiser to mix brains and money and make an

attempt. And there have been numberless individuals trying it. Extracts, essences and powders in great variety have found their way into the market. Some doubtless had merit, but were not pushed. Others had nothing to recommend them and failed to keep their footing despite the most energetic backing.

#### CHANGES IN THE PROCESS

Aside from these changes in the form of the prepared coffee, there have been others made in the process of grinding and one or two astute manufacturers have capitalized these changes in their advertising, with some measure of success, no doubt, since the changes afford distinctive talking-points.

This, then, has been the condition of the coffee market, one gray level of dull uniformity.

And yet it is destined to be revolutionized. If we do not do it ourselves, somebody else is going to do it. It will be done by changing the form in which the coffee comes to market and comes into the kitchen, and it will be done, too, by advertising—advertising in a way and on a scale that up to this time has not been possible.

The old way of merchandising coffee is too cumbrous, wasteful, unhealthful; it is not twentieth-century. Nine-tenths of the weight carries nothing and is worth nothing. Prepared for the table as most cooks and housewives prepare it, the cup leaves unutilized in the berry half as much good coffee as it takes away and yet keeps the acrid oils and fibrous matter which it could well dispense with. Good coffee, well prepared, is a drink for the gods, but how many know how to prepare it?

This was the situation three years ago, when we organized in New York the G. Washington Coffee Refining Company to take over a small going business and develop the distribution of what we have described as a "prepared," "refined" or "crystallized" coffee.

We have dodged the use of the word "extract" or "essence" as a description of the product because



EARLY NEWSPAPER COPY GOT ATTENTION

overwhelming success of a coffee campaign. Moderate advertising successes with branded coffees no doubt there have been, but none of them phenomenal.

Two lines of development disclosed themselves to enterprise. One was to control the market by combination or co-operative understanding. This would have been as hopeless for any but the largest capital to attempt as it has recently been decided by judicial pronouncement illegal to carry out.

The other possibility was to improve or change the preparation of the product. This was of course open to any individual to

## "What is the Newest?"

In every department of life fashions change swiftly in this age.

The question is continually being asked: "What is New?" "What is Correct?"

In all matters involving fashion in dress, home-decoration, furnishings, service of food, preparations for toilet use, or in fact anything in which women are interested, The Butterick Trio (*The Delineator*, *The Designer*, *The Woman's Magazine*) provides the highest quality of authentic information month after month.

These magazines answer the question, "What is the Newest?" for hundreds of thousands of women.

Their influence on the monthly purchases made by their vast army of readers is tremendous.

By advertising in The Butterick Trio you secure the weight of this influence to add to the merits of your product. December forms close October 5th.

## The Butterick Trio

**1,400,000 Guaranteed Average  
Monthly Net Circulation**

James A. Townsend,  
Western Adv. Mgr.,  
1st National Bank Building,  
Chicago, Ill.

**665242**

W. C. McMillan,  
Eastern Adv. Mgr.,  
Butterick Building,  
New York.

of the undesirable associations those terms have. Besides, it is not strictly an extract. It is the result of a refining process, just as sugar is the result of a refining of sugar cane or sugar beet. The best part of the coffee is there, powdered, for handy package in tins. The readers of *PRINTERS' INK* are not interested in a review of the merits of the article. It is enough to say that we had great confidence in its merchandising possibilities and took measures to develop them.

#### THE BRAND NAME

The first thing naturally was to settle on the brand name. We have been criticised for making use of the name "G. Washington" and the well known Washington signature. To some the apparent exploitation of the Father of His Country seems little short of sacrilegious; to many others a breach of good taste. As a matter of fact, our critics are entirely wrong. The Washington for whom our coffee is named is not the immortal General Washington, but a collateral descendant of his, a living George Washington, of the English branch, who has won a right to the use of his own name. This George Washington is the inventor of a kerosene vapor lamp, which is on the market to-day. He worked fourteen years on this coffee refining process. Yes, there is plenty of justification, moral and otherwise, for the use of the name. As for the signature, its resemblance to that of the immortal George Washington is broad rather than close, and arose, I suspect, out of Mr. Washington's natural admiration for his distinguished relative.

#### LAYING OUT THE CAMPAIGN

So we kept the brand name. The next step was to lay out the campaign. Confident though we were in the unbounded possibilities of the product, we proceeded cautiously. Mr. Washington had done business on a small scale and we desired to satisfy ourselves that the merchandising conditions were right, by trying it out on a broader field.

We laid out three lines of development. First, we arranged a tryout at Atlantic City that summer, in 1910. Second, we put a small advertisement in *The Saturday Evening Post* in the hope of getting a line on the attitude of the public in all sections towards a prepared coffee. And, third, we planned to get distribution and educate the retail grocers and others through territorial agents. We were feeling our way.

The results soon began to point to success. The Atlantic City demonstration store we opened quickly reached an average sale of 160 cans of 25 cent and 80 cent coffee a day. We had to increase these prices later to 30 cents and 90 cents and put out a hotel size can. By means of these sales and the accompanying demonstrations, the brand name of the coffee was carried all over the country.

We immediately followed this up by organizing a force of forty canvassers and twenty-demonstrators and working from town to town, touching all the places of ten thousand and over in the East. The demonstrators worked in the local grocery or drug stores and the canvassers sold from house to house. We also took in all the convenient food shows.

Thousands of letters came in in reply to the advertisement in the *Post* and confirmed the judgment of the public as shown at Atlantic City.

#### AGENCY PLAN TOO SLOW

We were not so well pleased with the way matters went with the agency plan. We had farmed out the territory in the North and East to agents who appointed sub-agents to work the territories. It was a new article, unsupported by advertising or dealer-helps of any kind. There was a fair margin of profit in it for the dealer but not any too much in comparison with bulk coffee. There was no particular reason for the average dealer to get particularly enthusiastic about it. And he did not. Our agents found it hard sledding and at last fell back upon about the only thing they could do; they picked out a representative dealer



**A**DVERTISING agency work to be effective must necessarily involve matters of a confidential nature.

Competitive selling involves the taking of sides.

Sincere work demands knowledge, aptitude, enthusiasm and imagination.

Therefore we do not take competitive accounts.

Because of that policy our relations with clients more nearly approach that of the trusted employee.

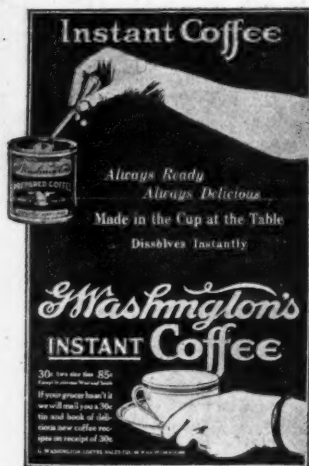
**CALKINS & HOLDEN**  
250 FIFTH AVE., NEW YORK



in each community and gave him exclusive rights in the town in return for his sales efforts.

Plenty of dealers embraced the offer. It proved much easier for us to stock the big retailer than it would have been for the manufacturers of a brand of ordinary ground coffee, because our prepared coffee did not come into competition with their private brands. We got into the best retail stores that had never before handled any other line of advertised brands. This was a great merchandising advantage.

So our goods began to move



QUICK PREPARATION EMPHASIZED IN MAGAZINE ADS

out surely, if slowly, and repeat orders normally followed in five or six weeks. We kept at this a year. Then we decided upon a change. The merit of the goods had been demonstrated. Repeats were an old story. We were anxious to take the next step, to get things in shape for advertising. And to do that we had to drop our makeshift organization of territorial agents.

In the summer of 1911 we organized the G. Washington Coffee Sales Company and got in a practical man of long experience

in the line as sales manager, Frank S. Easty, who had been for ten years with the Quaker Oats Company. Following this step, we organized a sales force of our own, dropped the agents and took on brokers in leading sections. Coffee distribution is now and always has been normally done through brokers, with jobbers also, of course. So that was the natural way to handle the campaign.

#### NOT FOR SMALL DEALER

We had our proposition pretty well sized up by this time. It was not a proposition for the small dealer at first. When our salesman talked 30-cent coffee and then showed a can about half the size of a tea cup, the small grocer would throw up his hands. He couldn't see the value then. So we saved time and energy by following the line of least resistance and selling only the largest and most progressive grocers in every town.

By fall we were ready for advertising. And here we faced a difficulty. What sort of a story should we go to the public with?

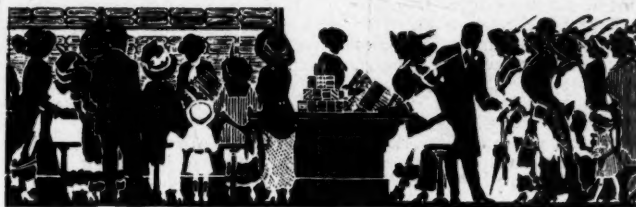
We should have liked to rehearse the many talking points of our unique process and product, but we were afraid the public might not see it through our prejudiced eyes.

We would have liked to play up the modest inventor of the process, but he was inexorable in his refusal to be exploited.

Six leading physicians of the country have told us the use of our refined coffee in place of ordinary coffee would add five years to the life of the average coffee drinker, but our advisers warned us solemnly against helping out the anti-coffee campaign, and we could not claim any actual improvement in flavor.

There was but one strong talking point left—convenience. G. Washington coffee is made in an instant, in the cup. The powdered or crystallized coffee is dropped in and dissolves in an instant when hot or cold water is poured over it.

This idea furnished our copy. It was possibly not the strongest



## How Women Buy

Did you ever know of very many women who walked into a department store and purchased *only* the articles determined upon when they left home?

Isn't it an admitted fact that before they completed their shopping tour, their actual purchases considerably exceeded those indicated on their lists?

But these additional articles—how did the women come to buy them if they had no intention of doing so when they started out? Is it not plain that these commodities suggested themselves by being in plain view of the shoppers who pass by?

Now multiply the tendency of a woman to buy what she sees by 750,000—the number of women who live in the prosperous small town communities and who shop through “Needlecraft” every month. Consider your sales prospects in dealing with this immense number of women who buy for themselves, their children and their homes—food, clothing, rugs, stoves and furniture.

Why not display your goods before these 750,000 women who have the buying habit and the cash to afford it, and see how well it pays you?

Forms for “Needlecraft” close first of month preceding.

**The Vickery & Hill Publishing Company**

30 N. Dearborn St., Chicago

Flatiron Building, New York

argument we had; it probably would not help us as much as some of the other interesting facts we have to tell; but it was *safe*; it would not start the mind running in critical directions. It might not create an intense desire, but it has provoked curiosity and led directly into sales.

Our plan was one of territorial campaigning, sending our sales force into a community and backing it up with local newspaper advertising to run just before and while the salesmen were working the territory. The newspaper support was all we had at the time; no store cards, window displays or any other auxiliaries. We began in New York City and Brooklyn and worked outward, with the help of local advertising, for the next two or three months.



DECALCOMANIA WINDOW SIGNS HAVE WINGS—GROCER CAN FILL IN QUOTATIONS

and after that, until the fall of the following year, 1912, without it.

Our salesmen handled the proposition in this way. One of them would call on a dealer with a case containing two vacuum bottles, a can of sugar and a can of G. Washington Instant Coffee. One vacuum bottle contained hot water. The other bottle contained cream.

The salesman introduced himself, made a cup of Instant Coffee on the spot by putting a spoonful of the crystallized coffee into a cup and dissolving it instantly with the hot water. This he served to the grocer, with or without cream and sugar. Our men were calling only on the leading grocers. A great majority of the latter were impressed by the demonstration and stocked the goods.

All this time we were adding to our string of brokers. Some of these were secured by the traveling salesmen; the rest by correspondence. By the end of the first year we had the big centers covered and were getting good orders from our brokers through the jobbers.

A year ago last summer we began to prepare for our fall campaign. We had used the local newspapers to get started. We thought we were ready for a national advertising campaign, and concluded to try the magazines. A list was made up for a four months' run, beginning with October. This included *The Saturday Evening Post*, *The Ladies' Home Journal*, the *Butterick Trio*, *Literary Digest*, *Collier's*, the *Woman's Home Companion*, *Illustrated Sunday Magazine*, *Pictorial Review* and *Good Housekeeping*. The space ran in quarter pages in all of the magazines, except *Good Housekeeping*, from once to twice a month, and in *Good House-*

*keeping* full pages for the four months. It contained an offer of a booklet on new desserts and delicacies made with our coffee. Many of these booklets were distributed by this means.

The beneficial effects of this advertising, after a silence of ten months, were soon apparent. It stimulated the trade and also softened it towards our salesmen.

We followed this up after a time with ten or a dozen painted bulletins in New York City, divided among the residential section, Brooklyn Bridge and the trade district. Some of these are still up. Later, also, we added eighth, quarter and half-page ads in class magazines like *Field and Stream*, *Outdoor Life*, *The Trained Nurse*, *Christian Herald*.

We had had great hopes in regard to our sampling. We spent



### Social Aspirations

are, of course, a tremendous power towards a higher standard of living.

McCALL'S MAGAZINE serves—through its influence towards Better Dressing—Better Foods—Better Home-making. The making of homes is the most important opportunity for the most important women of this country. McCall's Magazine is doing its full share for 1,200,000 homes in this up-building.

**CHAS. D. SPALDING**

Advertising Manager

236 West 37th Street, New York

Boston  
201 Devonshire Street

Chicago  
Tribune Building

1,200,000 GUARANTEED

\$6.00 A LINE

\$25,000 trying out a campaign of it in New England, but so far as getting any tangible results out of it, it was a flat failure.

I am disposed to think, however, that the failure was not due to any inappropriateness of the method or the way in which we handled it, which was by the usual crews, carefully supervised, but to the fact that our samples were too small, whether for the purpose of making an impression or securing a fair test. The sample contained only enough for four cups, that is to say, less than four teaspoonfuls. I have no doubt that many housewives and cooks tossed it away without giving any thought to it, it was so small.

And it certainly was too small to start a habit or break up the old one. One of the popular impressions we have to overcome is that G. Washington Instant Coffee is good only for picnics, motor trips, kitchenette apartments, hotel rooms and travel, where it is inconvenient to use the ground coffee. Our advertising had perhaps strengthened this impression. And one or two cups of coffee made from samples are not enough to change the habit of years.

The Shredded Wheat people tell me that they try to cover the whole country once a year with a sample box of their biscuits. A salesman will go to one family and find no one who cares for Shredded Wheat. He leaves a sample and goes on. The second house is the same; nobody cares for it. And the third, fourth and so on. He comes to the tenth house, and there is one little boy there that likes it. The sample left the year before has made a consumer out of him. And some of the samples left that year will make consumers in the other families. And it pays to sample. But there must be enough large-sized samples to switch or start the habit.

The development of the prepared coffee idea in our advertising—we subsequently changed the name to Instant Coffee—suggested a logical sales development, and we went after the fountain trade as well as the grocers. The foun-

tain had already been using old style coffees and extracts. And we were able to get an entrance as a novelty and build up a distribution through several thousand drug and confectionery stores. This, of course, helps the grocery store sales.

In the press of other matters we have not given the attention to literature or dealer helps that we should have. We are now going into that. We have one rather elaborate cut-out and a fountain sign; also a decalcomania sign for the dealer's window. This has our trade-mark, together with the legend "fresh creamery" on one side and "fresh eggs to-day" on the other, the whole in bright and attractive lettering. Our men put this up themselves, as well as place cut-outs and hangers in stores.

As a result of the three years' work we have done, we have a large majority of the most progressive dealers in the leading towns of the country from Eastport, Maine, to Vancouver, British Columbia. And this has been done with ordinary sales effort (though with the best salesmen we could find in the grocery line) and comparatively little advertising. We have tried no special stunts and have not developed any particular line of work. We have not yet perfected our organization. We have, in fact, hardly begun to scratch the surface of the immense latent demand.

We are now figuring on a broad fall advertising campaign to back up the growing sales promotion. We shall give more attention to window and store display, to dealer co-operation in all its phases. Grocers are continually asking for more store demonstrations, and we shall have to develop that important side. We shall get back to sampling sooner or later. The thing called for now is intensive work, a campaign of education directed at the consumer and a campaign of trade work to bring in the small dealers whom we could afford to neglect while we were laying the framework of our distribution. We have got to go after both now. And advertising will naturally play a large part.



## A BIG *forward* STEP

THE OUTLOOK has built up and held its circulation solely through its presentation of National events and current thought in a form at once interesting and forcible. It is pre-eminently a human-interest periodical. For a quarter of a century this National weekly has been read by the steadily increasing thousands of American thinkers—both men and women.

The season of 1913-14 gives promise of being THE OUTLOOK's **big year**: big in the greatly improved make-up of the publication; big in circulation increase; big in editorial presentation; big in advertising patronage.

THE OUTLOOK will appear in its new dress on Saturday, October 4. This number will introduce the new illustrated feature: a weekly photographic presentation of current events.

THE OUTLOOK **pays** *Advertisers*

Get to the consumer as well as to the dealer. You advertisers must "stand solid" with your dealers—but remember your dealer's commercial existence depends upon his "standing solid" with his customers.

Dealer influence is a help in merchandising. Consumer demand is a necessity.

One of the great problems, we salesmen of space in the American Sunday Monthly Magazine have to solve, is the manner in which we can best prove to a prospective advertiser that we have "consumer demand."

We know we have it—(our circulation growth proves that) but what nine advertisers out of ten demand is that we show them the consumer "Magazine in hand."

One method of doing so has been to make a house to house canvass of our readers and get the information first hand. Another is to show from the reports of our agents that the Magazine is "delivered into the home."

W. T. McFadden, our dealer in Decatur, Illinois, in which town we sell in excess of 2000 copies, demonstrates typically our appeal to "home consumption" when he writes:

"We deliver only twenty-five copies to hotels. The balance of my entire order is delivered to homes."

Decatur is a city of not more than 6000 homes, and the American Sunday Monthly Magazine is delivered into more than one-third of them.

A fair example of consumer concentration and consumer demand, we should say—and we

have hundreds of towns in which our deliveries are as they are in Decatur.

We want advertisers to analyze the American Sunday Monthly Magazine in a very serious way. We have done so, and have proven by profitable demonstration to advertisers to whom we have sold space, that it is essentially a necessary publication.

Manufacturers of trade-marked articles should desire a "short cut" to the consumer, under existing trade conditions.

The American Sunday Monthly Magazine can introduce you to nearly two and a quarter millions of consumers—and it is a "straight over the threshold" delivery to man, woman and children of the house.

Use the "dealer influence" publications—you must, but don't forget that those "dealer influence" publications produce "dealer influence" through the creation of consumer demand in a million, two millions, of homes.

What provides them with "dealer influence" provides us with "dealer influence"—

Concentrated circulation in such quantity in each community as to create "consumer demand" sufficiently emphatic to enable a dealer to profitably carry your goods.

December forms close, October 25th.

Circulation more than 2,000,000—Rate \$6.00 per line.

## **American Sunday (Monthly) Magazine**

220 Fifth Avenue  
New York City

908 Hearst Building  
Chicago, Ill.

## They Do Not Cross His Orbit

Swinging around his daily orbit, the business man comes in contact with every form of legitimate periodical save one—the agricultural paper.

At his office he receives the trade papers, with which he is thoroughly familiar.

At his club are all the magazines, while every newsstand flaunts them in his face.

In his home he sees the women's magazines, and unavoidably gathers some idea of their comparative worth.

Everywhere he goes he reads the daily papers.

But nowhere does the agricultural paper cross his path.

Small wonder, then, when he comes to consider advertising in farm papers, he must depend upon others for information, and too often all papers with an agricultural name are considered on the same basis.

To such an advertiser, considering the farmer as a customer and confronted by several hundred applicants for his attention and money, the Associated Farm Papers offer a safe solution.

# Associated Farm Papers

537,000 Farm Families

Read these nine sectional journals, each supreme in its field.

**NATIONAL STOCKMAN AND FARMER,**  
Pittsburgh, Pennsylvania.  
Supreme in Ohio and Pennsylvania.

Established  
1877

**FARMERS' REVIEW,**  
Chicago, Illinois.  
Supreme in Illinois.

1877

**FARMERS' GUIDE,**  
Huntington, Indiana.  
Supreme in Indiana.

1889

**FARMER AND BREEDER,**  
Sioux City, Iowa.  
The Cream of Four States  
(Ia., Neb., Minn., S. D.)

1878

**NEBRASKA FARMER,**  
Lincoln, Nebraska.  
Supreme in Nebraska.

1889

**FARM AND RANCH,**  
Dallas, Texas.  
Supreme in Texas and Southwest.

1883

**CALIFORNIA CULTIVATOR,**  
Los Angeles, California.  
Supreme in California.

1889

**RURAL CALIFORNIAN,**  
Los Angeles, California.  
Supreme for Fruit-Growers and Ranchmen.

1877

**THE RANCH,**  
Kent, Washington.  
Supreme in the Pacific Northwest.

1895



# Associated Farm Papers

Chicago,  
Steger Building,  
D. C. Kreidler, Manager.

St. Louis.  
Globe Democrat Building,  
C. A. Cour, Manager.

New York,  
Fifth Avenue Building.  
S. E. Leith, Manager.

# Newspaper Circulations in the Light of Post Office Statements

By Grafton B. Perkins

Advertising Manager, Resinol Chemical Company, Baltimore

IF the following "adventures" seem to cast a bad light on the veracity of newspapers, it is only because I have necessarily selected instances in which the Post Office reports showed up something. In the tremendous majority of cases, the reports have checked surprisingly well with the paper's previous claims or audits, seldom being more than 5 per cent or 10 per cent lower than previously quoted figures. This is a truly creditable showing of which newspaper men as a class may well be proud.

However much some newspapers are disposed to resent the semi-annual circulation statements required by the Post Office Department as unjust, inquisitorial, and what-not, buyers of advertising space are looking to them for invaluable aid.

It is true that the law provides no direct penalty for misstatement, and no system of inspection. It is equally true that the reports have not, at one stroke, brought about a circulation millennium, but they have worked several most interesting changes in general and in detail.

Hitherto, if an advertiser proposed making up a list of several hundred newspapers, and proceeded to figure and compare their respective circulations, he found that the obtainable reports were in nearly as many forms as there were papers to be considered. Each paper presented its own figures according to its own lights, both as to period covered and standard chosen. In many cases a year's average net paid was given, but what each particular paper chose to consider "net paid" was a matter between it and its own conscience. Others would select short periods, often those during which they had appeared to special advantage, or otherwise

hedged their report about with perfectly honest conditions which still made direct comparison between two or more papers difficult or impossible.

If the advertiser had access to the records of an auditing association or company, conditions were somewhat better. He had before him reasonably accurate, but by no means infallible, figures of several hundred papers, assembled according to a given standard. But here again, the periods covered by the audits varied in different cities, and some of the data might be two or three years old—three years ago is ancient history in the advertising business. These audits usually disclose many facts outside of circulation averages which many advertisers find utterly invaluable, but this does not enter into my present topic.

To the man who requested from each daily on his tentative list, however, its Post Office statements for the past year, a ready means of direct comparison is at hand, not only between the different papers in New Haven but, on exactly the same basis, between the papers in New Haven and the papers in San Diego. For these figures will be compiled each for the six months preceding April 1st or October 1st, and according to the specifications of the Government as to what constituted net paid circulation.

Furthermore, as the requirements of the law become better understood and the papers have complied with it longer, the statements, from period to period, show most distinctly the circulation gain or loss of an individual paper, whereas the latter could often be covered up by a little juggling of voluntary statements—if the paper was scrupulous as to perjury.

There are still some papers which claim that the Post Office requires only a statement of actual office subscribers, and so their reports show only a few hundreds when no one competent to judge would deny them many thousands of readers. But these are the exceptions; the vast majority seem to understand the requirements alike.

Equally true it is that a paper may falsify its Post Office statement. No penalty attaches to it except that applicable to any perjury. A paper may deliberately misstate, and a good many have. Were this not so, the circulation millennium would indeed have arrived. But a paper which will take the risk of lying under oath in its Post Office report would never balk at falsifying its voluntary statements, or to pad its books in preparation for the visit of an auditor, who, they know only too well, will never have time to trace to their ultimate disposition all of the papers issued—the only final test of circulation.

#### REPORTS AND CIRCULATION CHECKING

Taken all in all, then, the Post Office reports are furnishing us, for the asking, the best general check on circulations that we have, insofar as daily papers are concerned, and the space-buyer who is not keeping a careful record of these figures is missing a mine of helpful data.

In this connection, some specific instances which I have met with may serve to drive home the importance of watching these statements. In each case the names I give are fictitious and the figures altered, although their *proportion* has been adhered to rigidly. Otherwise the incident is true to the letter.

One of my earliest "adventures" was with the papers in a far Western city, last fall. The *Courier* was widely considered the dominant paper of the city, with the *Star* a very bad second. In fact, the *Courier* had claimed "three times the circulation of its two local competitors combined." And they had been believed prac-

tically everywhere. Much to my surprise, then, when the clippings of the October, 1912, Post Office reports reached me from that city, the *Courier* showed, as expected, 44,831, but the *Star* swore to 44,306.

I at once asked the *Courier* how they reconciled this with their previous claim of superiority. Their reply was that they had been watching for the *Star* to publish its statement as the law demanded, but had never found it, nor had the report been filed with the Post Office Department. (This was before the constitutionality of the law had been established and many papers were withholding their reports.) I found, on inquiry of the Third Assistant Postmaster General, that the latter was true, and in a few days a letter came from the *Courier* enclosing two copies of page eight of the *Star* for October 4th. One bore a three-column wide facsimile of their "report," duly attested, and on the other the same space was taken by a local shoe advertisement. Since the shoe-dealer would never have permitted his advertisement to miss any of the *Star's* local circulation, it is evident that a few copies bearing the facsimile of the unfilled "report" were run off just to satisfy unpleasantly inquisitive advertisers and agencies!

Neither the paper nor the Eastern representatives have consented to explain the situation, and I have been unable to get a copy of the *Star's* April report.

A large evening paper passed through a period of bitter labor difficulties, during which its circulation for months was very low, and part of the time admittedly but a fraction of what it commonly enjoyed. Yet the report of this paper, filed just as the long strike was terminating, showed an average for the six months equal to the normal before the trouble began. No one has yet seen fit to prepare a case of perjury, but the confidence of every space-buyer who saw the report and who was conversant with the strike situation in that city was shaken. Whatever claims that



paper may now make are taken by those men with a very heavy discount, and its advertising has fallen off, compared with that of its franker competitor.

For some time I had been trying to decide whether or not to use a paper in a small Western city. It was hard to reach the town with outside papers because of poor railroad facilities, and I was anxious to cover the point, but the price seemed almost prohibitive for the circulation claims—10,000 to 13,000. While I was considering, the Post Office reports for October, 1912, became due and I wrote the *Ledger* for a copy of its report. It showed exactly 4,031.

Inquiry brought the reply that "the statement was during a period when there is little activity at Greenville, this being a resort, and the influx of visitors during the season does carry the average of the paper up to 10,000 or more." This looked good, but held the fatal flaw that the Post Office statement covered from April to October and "Greenville" is a *summer resort*! An embarrassed Irishman complained that every time he opened his mouth he put his foot in it. These people get their whole leg in, too. What their *winter* average may be is still a matter of wonder.

#### A FAVORITE EXPEDIENT

A favorite expedient with some papers—and entirely within the letter of the law, I think—is to help out a weak daily average by figuring in a strong Sunday circulation to make a healthy seven-day average. Most papers, however, whose Sunday and daily figures differ materially, quote their averages separately. In the former case it is quite easy to get the approximate six-day average by finding the ratio of daily only and Sunday circulations from some previous separate statement, after which it is a simple bit of arithmetic to figure away the intruding Sunday edition.

A very prominent Eastern paper took advantage of this. It had held out to the very last against publishing its average, and

had never voluntarily quoted its circulation on either the daily or Sunday editions. However, it had allowed it to be understood that it enjoyed about 50,000 daily and 110,000 on Sundays. Common opinion, on the other hand, about divided these numbers in two. When their Post Office report was dissected in the way suggested, it was seen that the daily had fully 80,000, so the paper actually gained by the forced *dénouement* against which it had so long contended.

Another paper has been able to maintain a respectable showing in its reports only by running coupon contest after coupon contest, with such munificent prizes that contestants are buying papers in bunches of almost unlimited size, clipping the coupons and selling the papers for junk. This seems to be "paid circulation" within the meaning of the law, but it is of little value to the advertiser.

But perhaps the cream of all my cases is that of two Southern papers, under one management. They are old papers, and at one time practically controlled the newspaper situation in their state. They are still left with a statewide reputation as newspapers and a country-wide reputation for independence, although many other papers have sprung up to contest their supremacy. Any request for a sworn circulation statement from these papers has met with refusal, and I believe that no auditor of circulations has gained access to their books.

When opening my campaign in that state, I left these papers out, temporarily, not wanting to buy a pig in a poke. Their Eastern representative called on me and assured me that to his personal knowledge—he had just come from visiting them—the papers enjoyed a circulation of "about" 66,000 and 30,000, respectively. He further informed me that the proprietor was a man of honor, whose word was as all-sufficient as his oath, and left in high dudgeon when I suggested that at least a sworn statement was customary before I took on a paper.

Last October these papers took advantage of the untested condition of the law to skip their Post Office report, but no loophole was left for April, and the papers were compelled to announce 53,360 and 15,427, respectively. I am still awaiting the explanation of the Eastern representative as to what he calls "about 30,000."

The third semi-annual set of statements were due from the dailies on October 1st, which may render the preceding remarks particularly timely as a hint not to miss the golden opportunity which they offer to get an extra light on the ever-troublesome circulation question.

### Encyclopædia Britannica to Spend Half a Million

It was learned through an official of the Encyclopædia Britannica Company on Monday that half a million dollars will be spent in the magazines and newspapers within the next eight months. The magazine campaign will take the form of eight four-page colored inserts, printed in two colors, and will run in the following publications: *Harper's*, *Scribner's*, *World's Work*, *Review of Reviews*, *Atlantic Monthly*, *Outlook*, *Cosmopolitan*, *Hearst's*, *Munsey's*, *McClure's*, *Sunset*, *Current Opinion*, and *American Magazine*, beginning with the November issue.

Newspapers will be used to supplement the magazine work, and the list includes many papers never before used by the Britannica. It is planned to make the newspaper advertising reach into the small towns as well as the cities.

In addition to the newspaper and magazine work a mailing list of close to one hundred thousand names is being compiled and will be circularized three times with circulars and letters.

The campaign is to be used as a climax to the three-year campaign introducing the encyclopædia. The Frank Presbrey Company handles the account.

### Wood Leaves Street Railways Company

Richard S. Wood, who has been assistant to the vice-president of the Street Railways Advertising Company, has resigned to become secretary of the Current Literature Publishing Company, of New York. Mr. Wood will be in charge of the advertising department of *Current Opinion*.

The *West Coast Lumberman*, of Tacoma, and the *Pacific Lumber Trade Journal*, of Seattle, have consolidated and will take the name of *West Coast Lumberman*.

### Asbury Before Poor Richard Club

"Advertising from the View-point of the Manufacturer" was the topic upon which Charles W. Asbury, vice-president, Enterprise Manufacturing Company, of Philadelphia, on September 23, addressed the members of the Poor Richard Club. The occasion was the bi-weekly luncheon of the advertising men at their clubhouse on Camac street.

Mr. Asbury took the stand that the first requisite in the marketing of an article was that it be of genuine quality. He said the decision of the Supreme Court, that the manufacturer could not fix the sale price of his article, worked an injustice upon the manufacturer, who was thus unable to protect his output. He also referred to attacks upon conditions in manufacturing establishments in the press as working against the successful advertising of worthy articles by their manufacturers.

### British-American Cigar Stores Receivership

Judge Hough in the United States District Court on September 27 appointed Clifford G. Ludvigh receiver for the British-American Cigar Stores Company, against which a petition in bankruptcy had been filed, giving liabilities of \$25,000 and assets of from \$10,000 to \$15,000. The British-American Cigar Stores Company was incorporated October 17, 1912, with a capital stock of \$8,000,000.

The company has stores in several New York locations, including the Grand Central Terminal and the Fifth Avenue Building.

Clifford G. Ludvigh, the receiver, informs *PRINTERS' INK* that the British-American Cigar Stores Company has no connection with the British American Tobacco Company.

### Fort Smith Ad Club Organized

The Fort Smith Ad Club was organized at Fort Smith, Ark., on September 15. Twenty-three members were present at the first meeting.

Officers were elected as follows: President, Milton Becker, of the Boston Store; vice-president, Parke Walker, with the *Southwestern American*; secretary, Duke Murta, of the W. A. Johnson Clothing Company; treasurer, Albert Pollock, of the Fair Store.

The club will entertain the county press on press day at the Arkansas-Oklahoma State Fair, October 15.

### St. Louis "Auto Review" Changes Hands

Albert Von Hoffman and Robert E. Lee have purchased the *St. Louis Auto Review*, a monthly. In connection with their other interests, the former will be business manager and Mr. Lee, editor. Nelson T. Gutelius, who formerly conducted the *Review*, has removed to New York.

# Its value proved by its live stock advertising

The amount of live stock advertising regularly carried by *American Agriculturist* is splendid evidence and direct proof of its popularity and strength among the prosperous dairy farmers and live stock men of New York, Ohio and Pennsylvania, the great dairy states containing the bulk of circulation of that leading farm weekly of the Middle States —



NEW YORK, N. Y.

It is the Middle States edition of the five Orange Judd Weeklies, with 51,286 subscribers in New York, 25,092 in Ohio, 30,346 in Pennsylvania and the balance in the most prosperous sections of New Jersey, Delaware, Maryland and West Virginia.

## 125,000 Circulation Guaranteed

The best farmers subscribe to *American Agriculturist*, because of its value to them in their business of farming. It's too technical for any but the best farmers. Our subscribers are of the energetic, up-to-date, well-to-do class of farmers, ready to take advantage of any good proposition put before them in the columns of *American Agriculturist*. They have the same confidence in its advertising as in its reading columns, because of our guarantee that all our advertisers are thoroughly reliable.

Sample copies and advertising rates on request. Address nearest office.

### ORANGE JUDD COMPANY, Publishers

Headquarters: 315 Fourth Ave., New York

#### Western Offices:

1209 Peoples Gas Bldg. 601 Oneida Bldg.  
Chicago, Ill. Minneapolis, Minn.

#### Southern Office:

908 Candler Bldg.  
Atlanta, Ga.

#### Eastern Office:

Myrick Building  
Springfield, Mass.



During an experience meeting at a colored church, a brother who had recently been converted, arose and said:

"Brethren, I'se been a sinner—a low-down, contemptible, black-hearted sinner—dese many yeahs, and I nebber knowed it."

"Don't let that fac' molest you any, brudder," put in a sympathetic old deacon. "De rest ob us knowed it all the time."

Each new advertiser who finally tries Farm and Fireside and finds that results roll in with regularity and promptness, flatters himself that he has discovered a new medium. He has not. The rest of us knew it all the time.

## FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York

Springfield, Ohio

Chicago

# Advertisers Debate Crucial Questions at Cincinnati

Reported for PRINTERS' INK

By Charles L. Benjamin

Adv. Manager, Cutler-Hammer Mfg. Co., Milwaukee, Wis.

DELEGATES representing 2,200 ad club members of the Middle West met in the Assembly Room of the Hotel Sinton, Cincinnati, on the morning of September 24. W. R. Emery, president of the Central Division of Associated Advertising Clubs, called the convention to order promptly at ten o'clock, and after the invocation by a local clergyman, addresses of welcome by the mayor of Cincinnati and the vice-president of the Chamber of Commerce, the convention settled down to business.

The first day of the convention was devoted entirely to discussions of dealer co-operation. This session was presided over by Blaque Wilson, editor of the *Toledo Blade*, and the principal speaker was Charles Coolidge Parlin, manager of the division of commercial research of the Curtis Publishing Company.

## REPORT ON DEALER CO-OPERATION

Mr. Parlin told of an investigation of retail stores undertaken by the Curtis Publishing Company for the purpose of securing trustworthy information upon which to base advertising campaigns, the success of which require active co-operation on the part of the retail dealer. Several thousand typical retail stores, including department stores, were investigated, particular attention being paid to the stores' attitude towards trade-marked goods.

Briefly stated the conclusion arrived at was that the larger the store the less likely it is to co-operate with the manufacturer in pushing a trade-marked line. The large store prefers to advertise and market its own brands, while the smaller dealer, not being able to buy in such quantities as will

enable him to deal directly with mill or factory, nor to advertise a private brand extensively, is glad to benefit by the manufacturer's advertising and to boost nationally advertised goods in competition with the big store's private brands.

## ADVERTISING LAWS

Judge Oppenheimer, of Cincinnati, spoke briefly on the laws relating to advertising. The common law, he said, provides a penalty for false statements regarding goods offered for sale if the statements are of such a nature as to constitute a warranty. Should the buyer sue, however, he must prove that an absolute warranty was given, and as the seller is allowed considerable latitude in praising his goods it is usually difficult to do this. Laudatory statements regarding the merits and value of the goods offered do not constitute a warranty unless the truth of such statements is made a condition of the sale, and the buyer takes the precaution to secure proof that such was the case.

On Wednesday evening the delegates were entertained by the Cincinnati Club at a picnic-dinner served on one of the river boats.

On Thursday, September 25, Indianapolis made a bid for the 1914 convention of the Central Division and no opposition being made it was decided to hold the next convention in that city, the date to be announced later by the executive committee.

## OFFICERS FOR NEXT YEAR

Nominations for officers for the coming year having been made the convention proceeded to ballot and the following candidates were declared duly elected:

President, Blacque Wilson, editor of the *Toledo Blade*; first vice-president, Raymond T. Carver, of the Cramer-Krasselt Company, advertising agents, Milwaukee; second vice-president, A. J. Fox, advertising manager, Benjamin Electric Company, Chicago; secretary, David L. Gibson, advertising manager, Lawrence Publishing Company, Cleveland; treasurer, A. B. Merritt, advertising manager, Boigt Milling Company, Grand Rapids. Executive Committee: C. B. Stevenson, chairman, general manager, Veneer Products Company, Mishawaka, Ind.; L. E. Olwell, advertising manager, National Cash Register Company, Dayton; C. Henry Hathaway, Western advertising manager, *Good Housekeeping*, Chicago; Horace E. Ryan, advertising manager, L. S. Ayer & Co., Indianapolis; W. E. Chambers, legal adviser of the Advertisers' Club of Cincinnati.

Following the election of officers, S. C. Dobbs, formerly president of the Associated Advertising Clubs of America, spoke briefly, but earnestly, on the propaganda for truth in advertising. Following the Baltimore convention, he said, some advertising men expected to see all objectionable advertising immediately disappear from newspaper columns, and because this had not come to pass were inclined to believe that nothing had been done. The truth of the matter was, he said, that much had been accomplished, and much still remained to do. Many newspaper publishers have thrown out all objectionable advertising during the past year, and many more are preparing to do so as soon as existing contracts expire. Let us have patience, he urged, and let us direct attention to the publications that have cleaned up their columns rather than to the seemingly unregenerate ones in which it may be that the leaven of the Baltimore convention is even now at work.

Ex-Governor Folk, of Missouri, delivered a brief address on truth and civic honesty. Placing his hands on a chair in front of him he said: "This chair may be said

to be an honest chair, since it is a well-made one, but this is passive honesty—it produces no effect on the other chairs. The honesty we need in civic life is not passive honesty—we have plenty of that—but active honesty. We need men who are not satisfied with being honest themselves, but who will insist on other men being honest also, and who will make it uncomfortable for them if they are not."

The morning session was brought to a close by an address by Wm. C. Freeman, advertising counselor of the *New York Tribune*.

"Come, gather round me, boys," said he,

"And list while I relate  
The history of one who was  
An awful reprobate.

For years I was the wickedest  
Ad man along Park Row  
When I expose their shameless  
tricks

Believe me, boys, I KNOW!"

Mr. Freeman's heart-to-heart talk was, indeed, an illuminating exposé of the methods of working up faked testimonial ads.

The pessimistic impression created by the first part of Mr. Freeman's address was offset by the last part, in which he told of reputable and old-established businesses that are now being advertised for the first time, and successfully advertised, without resort to exaggerated statements, fictitious price comparisons, etc.

The moral of Mr. Freeman's address seems to be this: that while it is possible to secure increased business from dishonest advertisers by manufacturing dishonest advertisements for them, the apparent profits are really Dead Sea apples, for not only does the advertising man who indulges in such practices forfeit his self-respect, but he actually loses more business than he gains, since the nature of the advertising he encourages keeps reputable concerns out of the papers. Throw out the fake and the fraud, discourage sensational advertisements and you open the door to countless reputable concerns that will become steady advertisers the mo-



# The Vocation of Jones

Jones is farming, and is successful at it.

If Jones were in business he would be successful at that. If he were in the law he would be successful at that.

He's that kind. He trained for his job, he keeps right on learning while he is working, he is energetic and practical. The only difference is that he's raising crops or livestock instead of raising capital or factory production.

Jones is a reader of **THE COUNTRY GENTLEMAN**. (Generally speaking, out of 6,000,000 farmers it is the Jones kind who will buy a farm publication that costs \$1.50 a year, without a premium or clubbing scheme).

Jones has a bath-tub, wears good clothes, and buys his luxuries and conveniences on the farm just as he would if he were a merchant in Chicago. His tastes are no different, nor is his ability to gratify them.

He is only one of many intelligent heads of prosperous families who read **THE COUNTRY GENTLEMAN**.

All good customers for every high-grade commodity.

ADVERTISING DEPARTMENT  
**THE CURTIS PUBLISHING COMPANY**

ment you make it possible for them to solicit business in the public prints without descending to the level of the street peddler.

#### BENEFITS OF PUBLIC FROM ADVERTISING

The afternoon session was opened by Charles L. Benjamin, advertising manager of the Cutler-Hammer Mfg. Company, of Milwaukee, whose subject was the benefits that the public derives from advertising. "Chief among these benefits," said Mr. Benjamin, "are the penny paper and the 15-cent magazine, publications at these prices being possible only because of the large revenue derived from advertising. It is difficult to realize the influence popular-priced publications have on our national life," said the speaker, "providing as they do a medium of communication whereby new ideas are conveyed speedily to all parts of the country and to all classes of people. The advertisements in such publications have also an educational value, though so unconsciously do we absorb information from advertisements that we can seldom trace the formation of our convictions back to their true source."

Touching on the service rendered the public by the classified columns of the daily paper, Mr. Benjamin said: "Abolish advertisements in newspapers and you increase a thousand-fold the horrors of house-hunting; you complicate, beyond hope of solution, the servant-girl problem; and you condemn the men or women seeking employment to tramp from door to door, instead of sitting down comfortably at home and picking out of the 'Help Wanted' columns the particular job that best suits them."

Continuing, the speaker said: "In a discussion of any subject it is well to have a mutual understanding as to what the subject embraces. What is advertising? To advertising men, at least, 'advertising' means more than paid announcements in periodicals, more than catalogues, booklets or folders, more than circular letters, car-signs or posters, more

than all of these things combined.

"One of the most effective forms of advertising is by demonstration—letting the thing advertised speak for itself—the most ancient form of advertising—by word of mouth—the advertising that made 'Ben-Hur' one of the best sellers of this generation after the publishers had failed to dispose of the first edition by means of paid announcements, is not only not extinct but is still to-day the most powerful factor in an advertising campaign, for men's minds are influenced more by the testimony of disinterested witnesses than by the arguments of paid advocates. If you can make people talk you don't have to advertise. The trouble is that you usually have to advertise to make them talk.

"The moving picture show has opened up new fields for the advertising man, enabling him to tell his story to all nations, even to the illiterate of those nations in the one universal language.

"There is no limit to advertising media. Whatever medium serves to get an idea from my mind into yours is an advertising medium. Whatever definition of advertising we may agree upon must be comprehensive enough to embrace all those methods by which knowledge is transmitted from man to man—all those methods by which mankind is led to entertain certain beliefs and, acting on those beliefs, to do, or not to do, certain things.

"And it is well we advertising men should take this broad view of our calling, for the realization that we may claim kinship—however remote—with the men who have uplifted the race by spreading knowledge will give us a keener sense of our responsibilities and a deeper regard for the dignity of our profession."

#### SOCIAL SERVICE OF ADVERTISING

J. J. Stokes, of Chicago, who for fifteen years was advertising manager of Marshall Field's, spoke on "The Social Service of Advertising."

"Since men advertise because they have something to sell," said

Mr. Stokes, "the public and often the men themselves are too inclined to think that the motive back of the advertising is always and primarily sordid and commercial. I want to point out that the most successful advertising is inspired by higher and nobler motives, and that recognition of those motives is absolutely essential to sound and lasting business prosperity. Altruism and business are not incompatible. The major part of my experience as an advertising man has been with a firm which within less than half a century has built up one of the greatest merchandising businesses in the world, and has done that by making the service of the people the absolute foundation of all its efforts. The very fact that a business based on as altruistic an ideal as that of considering the interests of its customers before its own has paid so well that it has grown to be the greatest of its kind in all the world is worthy of special attention and consideration.

"Every point of contact with the customer is a vital, real advertising opportunity. The so-called advertising manager who limits his duties to newspaper copy defines his advertising scope very narrowly.

"The advertising man is setting constantly higher standards of efficiency. By advertising the best things and pointing out their real virtues he is rapidly educating the public to demand the best. If you have a really good thing to sell you are doing the public a real service by spreading the good news far and wide. Observe, however, that the genuineness of the service rendered through advertising depends upon the excellence of the article advertised, and not upon the enthusiasm or paintbrush of the copywriter. In other words, the absolute bed-rock foundation of social service in advertising, as of good business in general, is honesty."

At the conclusion of Mr. Stokes' address Charles Wilson Hoyt, the New Haven advertising agent,

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**

spoke on "Advertising and Sales Efficiency." "Advertising," said Mr. Hoyt, "is an important factor in the big business of distribution, but it is by no means the whole thing. The factory and the sales force are equally important factors."

"It is not enough to be a great manufacturer in these days. One must also be a great merchant. In this country every great advertising success, excluding mail-order enterprises, has had in addition to the advertising an equally good sales effort, an equally strong sales plan."

"Advertising and selling are inseparable. They are the strongest possible union in commerce. Before we start to advertise we must be sure that the sales policy is correct. First, we must consider what is the field for the article. What, in other words, is the possible demand—how much of an output may we count on? We must consider the demand—use the demand in existence to-day, or must we create one? Many articles are now on sale for which the demand has been positively created by advertising. Do not consider starting an advertising campaign unless you can make the selling of the product attractive to those who distribute it."

At the conclusion of Mr. Hoyt's address the convention adjourned for the day, and the delegates, as guests of the Cincinnati Chamber of Commerce, were taken on a sight-seeing tour of the city and afterwards to the Zoo, where a dinner and cabaret entertainment were provided.

The third and last day's session was opened by a discussion of the eternal price-maintenance question led by J. E. Linihan, of Chicago, general manager of the United Cereal Mills, and John A. Green, of Cleveland, secretary of the Retail Grocers' Association of the United States. Both speakers were in accord as to the desirability of price-maintenance, but neither was able to suggest the long-sought means of securing it. The discussion, however, led to the adoption of a resolution which places the advertising men of the

Central Division on record as favoring a national law permitting a manufacturer to control the resale price of his product.

#### EFFORT TO EMASCULATE FAILS

During the debate on the resolution an effort was made to alter the text by substituting the phrase "reasonable price" for the word "price," but this was defeated after one of the delegates called attention to the fact that the insertion of the qualifying word, "knowingly," was a favorite method of emasculating the PRINTERS' INK statute against fraudulent advertising.

William Woodhead, president of the Associated Advertising Clubs of America, who had been attending a meeting of the executive committee in Chicago, reached Cincinnati in time to address the convention before its final adjournment. He predicted that the coming year would be a notable one in the history of the advertising movement. Steps are being taken, he said, to inaugurate "a national campaign to advertise advertising."

It is expected that President Wilson may be induced to contribute one of the fifty-two pieces of copy.

Another thing under consideration, said Mr. Woodhead, is the advisability of limiting the national convention to four days instead of five.

In concluding his remarks, Mr. Woodhead said that the rules governing the award of the PRINTERS' INK Cup will be changed so as to allow competing clubs to present their respective claims in ten-minute speeches from the floor of the convention.

The final act of the Central Division convention was to pass a resolution providing that after 1914 delegates of the Central Division shall meet in a permanent convention city (instead of selecting a new city each year), and that no expense for entertainment shall be incurred by the advertising club of the city selected as convention headquarters. On the adoption of this resolution the convention adjourned.

# A Shovel Married an Idea —and Made it Pay

The tough problem is to take the common thing—the staple article—and advertise it successfully.

Witness this accomplishment in the case of the Wyoming Shovel Works, for over 40 years makers of good shovels.

To be brief: F. W. Taylor in his shoveling experiments found that when a laborer took an average of 21 pounds per load he naturally and unconsciously did his best day's work. He provided shovels of the size and shape to handle an average 21-pound load,

He increased the capacity per man per day from 16 to 50 tons! As a result of this idea advanced to the Wyoming Shovel Works by the Make-It-Pay Department, they are now making the Wyoming 21-Pound Load Shovels and advertising them in

## Engineering News

**THE** five great quality circulation engineering weeklies of the Hill Publishing Co. are:

***The Engineering and Mining Journal (1866)***

Devoted to Metal Mining and Metallurgy. Circulation **10,000.**

***Engineering News (1874)***

The Standard Paper of Civil Engineering and Contracting. Circulation **20,000.**

***American Machinist (1877)***

Devoted to the Work of Machinery Construction. Circulation **28,750.**

***Power (1880)***

Devoted to the Generation and Transmission of Power. Circulation **32,000.**

***Coal Age (1911)***

Devoted to Coal Mining and Coke Manufacture. Circulation **12,250.**

and the results for them have been even more striking than those that Taylor got.

Their inquiries have been increased from approximately 50 per year to 15 and 20 per day. More attention than was ever before focused on a hand shovel.

This good idea might easily have been wasted had it been tried out in the wrong medium. But Engineering News reaches the important engineers and contractors of the country—men eager for modern efficiency and with the buying power that makes advertising to them worth while.

Do you want to "Marry your product to an idea?"

**Hill Publishing Co.**

505 Pearl Street

New York City

THIS IS A FORERUNNER AND SPECIAL NOTICE OF ANNOUNCEMENTS TO COME WHICH WILL EMPHASIZE THE VALUE THAT COLLIER'S WEEKLY IS OFFERING TO ADVERTISERS DURING NOVEMBER, DECEMBER AND JANUARY.

AT THE PRESENT RATE OF \$2.50 COLLIER'S WILL GIVE OVER 100,000 EXCESS CIRCULATION, DUE TO OUR NEW CIRCULATION METHODS—THE NEW PRICE OF 5 CENTS—AND WHAT THE PUBLIC WILL GET FOR ITS MONEY.

Beginning with the issue of November 29th the first installment of **WORLD'S END** will appear, which is the first serial story to run in Collier's in years.

**WORLD'S END**, by Amelie Rives, (Princess Troubetskoy) is a present-day romance of American life, regarding which Viola Roseboro, our Fiction Editor, makes the following statement:



"It has life enough, vitality enough, interest enough to make a half dozen of any American serials that I have known in the last half dozen years. We will make such a success with it as has not been seen since Trilby days."

There will be a new Sherlock Holmes story entitled  
ADVENTURES OF A  
DYING DETECTIVE.

"It's fresh, and strange, and convincing, and full of suspense."

These give but an inkling of the splendid editorial material scheduled for this Fall. Performance on the part of Collier's in the way of giving exceptional value to its readers will, more than anything else, determine its worth as an advertising medium.

P. F. COLLIER & SON, Inc.

*M. G. Hammesfahr.*

Advertising Manager Collier's Weekly

During the past twelve months eighty-six manufacturers and distributors of the following automobiles have used the advertising columns of the PUBLIC LEDGER:

Abbot-Detroit	Haynes	Packard
Alco	Henderson	Paige
American	Herreshoff	Pathfinder
Autocar	Hudson	Peerless
Baker-Electric	Hupmobile	Pierce-Arrow
Bessemer	Imperial	Pilot
Buick	Inter-state	Premier
Cadillac	Kissel Kar	Pullman
Cartercar	Knox	Rambler
Chalmers	K-R-I-T	Rauch-Electric
Chandler	Little	R. C. H.
Chase	Locomobile	Regal
Chevrolet	Lozier	Reo
Cole	Lyons-Knight	Schacht
Commerce	Marathon	Service
Detroitier	Marmon	S. G. V.
Detroit-Electric	Maxwell	Shetzline
Devon	Mercer	Smith-Milwaukee
Dorris	Merion	Stanley
Dreadnought-Moline	Metz	Stearns
Edwards-Knight	Michigan	Stevens-Duryea
Elmore	Minerva	Stewart
Empire	Mitchell	Studebaker
Federal	Multiflex	Stutz
Fiat	National	Velie
Ford	Nyberg	White
Firestone-Columbus	Oakland	Winton
Franklin	Oldsmobile	Woods-Electric
Havers	Overland	

**PUBLIC  LEDGER**

INDEPENDENCE SQUARE, PHILADELPHIA

# The Training of Salesmen and District Managers

By J. C. Asplet

**FIVE** salesmen that made good to every thirty that failed, was the sad experience of a Detroit manufacturer before he hit upon the idea of training men in classes; after that he was able to reduce the number of failures to seven out of a class of twenty-five students.

In summing up the reasons for this condition the sales manager of this concern says that under the old plan of putting a man down in the shop to shift for himself, and then at the expiration of the training period sending him out on the road to get along as best he could, placed the men under a handicap that few could overcome. The first few weeks, which are always the most discouraging to a new man, will usually prove the undoing of him unless he has been properly enthused and properly "sold" before leaving the factory.

It was the realization of this fact that caused this sales manager to set out to find a different and better way to train salesmen. Such a great percentage of failures was not only costly to the house, but harmful to the organization, because it discouraged new men from joining, and it was highly essential in a specialty business such as theirs, where the demand for the product was unlimited, that new men be added to the force just as rapidly as the factory was able to handle the business they would produce. Then, too, the cost of operating a half-trained and half-enthused man on the road was just the same as what it cost for a more productive representative, and so he decided that no matter what the cost, it was vital the new salesman be properly trained.

After investigating the various methods used by other specialty concerns for training salesmen and reshaping them to meet the particular requirements of his

business, the sales manager planned a school very similar to that of the National Cash Register Company, which E. D. Gibbs, for over ten years advertising director and trainer of salesmen for that company, told about in **PRINTERS' INK** some time ago.

By getting together a likely bunch of candidates and giving them a thorough training under competent instructors, this company believed that they could not only reduce the cost of training their recruits, which they figured ran close to a hundred dollars under the present method, but that they could instil a school spirit, similar to the spirit seen in our larger universities, which would stay with a man during the period of discouragement that followed his going on the road. Then, too, a schooling of this kind would enable them to get a line on the men before putting them out on a territory, and if they seemed to lack the necessary qualifications that a successful salesman should have they could be dropped from the force before more money was wasted on them.

## SELECTING THE MEN IMPORTANT

A big objection to the plan of training the men in classes was the difficulty of getting twenty-five or thirty men together. It was mighty hard work for them to get one man as it was, but they found this difficulty an imaginary one when they got down to recruiting the class, as the news of the enterprise spread through the salesmen already on the force. By enlisting the various branch managers' co-operation and advertising in the newspapers of the cities where offices were maintained, nearly three hundred applications for positions were secured.

To pick out thirty men qualified by experience and nature to make a success of their proposi-

tion was no small task, particularly as many of the candidates were out of the city. To leave their selection to the branch managers was not deemed advisable, and so a set of questions which the candidate was required to make out in the presence of the manager was prepared and sent to all the offices.

These questions were so planned that they would give the sales manager a very good insight into a man's character, and were a departure from the old plan of asking how old the prospective salesman was, who his mother was, whether he smoked or drank, etc. This sales manager didn't give a rap whether the man smoked, or whether he was an Italian or a Russian, what he wanted was men who could sell his machines, and he had a pretty good idea in his mind of just what points of character a man should have to make a successful salesman. So in preparing his questions the sales manager tried to get a line on the candidate's initiative, fighting spirit, persistency, education, tact and resourcefulness, rather than his experience, although he did not overlook that phase of the subject by any means.

#### OVERCOMING DISLIKE "TO GO TO SCHOOL"

From these answers the sales manager was able to select the men, leaving it to the branch manager to pick only those who had a "selling personality," but the plan met with a setback when the managers came to putting the proposition up to the men. Most of them balked at the idea of "going to school." They felt that they had made good in other lines and were capable of going right out without any but a mere mechanical training. To get around this a special letter was written that night to all managers instructing them to be careful and explain that several of the company's old salesmen were voluntarily taking the course as they felt that it would be a great help to them. The idea of going through with a lot of men that

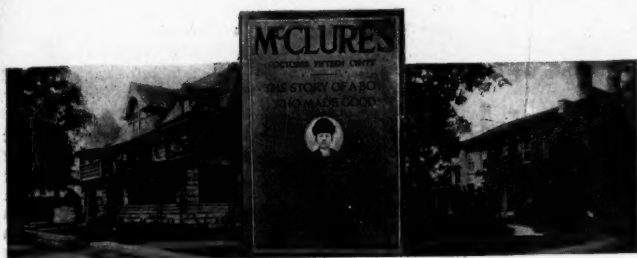
had made good seemed to take the sting out of the proposition, and no further objections were met with in that direction, although as a matter of policy, the "school" was always referred to in the future as a "sales' training course."

Altogether it took about three months to get the school under way—that is to arrange the quarters and hire the men—and when the opening day rolled around the new salesmen found a nice, light, well-equipped classroom with regulation school desks, plenty of machines to practice on, and an able instructor in charge. No expense was spared in equipping the school, and results proved that every dollar spent in that direction had been money well invested.

One of the reasons for the unusual success of this school was the care taken to stir up a spirit of enthusiasm at the start. For instance, when the men reported on the opening day they were shown through the factory, then they were introduced to the officers of the company and made to feel that they were really someone. That noon they were loaded into automobiles and taken to a prominent hotel where they enjoyed a good substantial beefsteak lunch, and after that they were brought back to the classroom where they had their photographs taken and listened to a ginger talk by the sales manager.

#### LOOSE LEAF TEXTBOOKS BEST

The course itself was very carefully planned after frequent conference discussions by members of the sales and advertising departments. In planning the course the object of getting the right idea—that of co-operation with the advertising department—fixed in the men's minds was given careful consideration, and finally it was decided that this could best be done by letting the advertising manager prepare the textbook which was to be the foundation of the course. This, the sales manager argued, would give the advertising manager ample opportunity to "sell" the sales-



## Over Forty Million Dollars in 19 Cities

\$40,476,099 is the total tax valuation of homes and real estate owned by 47½% of the subscribers of McClure's Magazine in 19 cities, from Salem, Mass., to Milwaukee, Wis. The average assessed valuation per home owner is \$15,086.13. These figures are taken from the presentment of the McClure circulation investigation.

We want you to consider the character and influence of McClure readers. You can get facts from McClure's. Are you interested?

Forms for December McClure's close October  
15th. December edition 600,000.

McCLURE PUBLICATIONS, Inc.  
New York

# McCLURE'S

The Marketplace of the World  
FOR GUARANTEED GOODS

man on the help that the firm's advertising policy was to him, and above all on the need of working with the advertising department rather than against it. The textbook was of the loose-leaf order, each subject being handled under a separate indexed classification. The book was a practical sales manual full of helpful selling and mechanical suggestions and arguments, and was gotten up in pocket size so that the book could be conveniently carried on the road. To prevent the manual from falling into the hands of competitors, and to make the men place a proper value upon it each man was charged up with twenty-five dollars when he was handed his book, and credited with that amount when the book was returned.

A very helpful feature of this manual was a supplement in which the various questions that a new salesman is apt to ask the house when on the road were answered in advance. These questions were obtained by consulting old correspondence and by asking different men on the force to write the problems that they considered the most perplexing when they started out, and how they solved them. This idea of getting the help of the whole sales force gave a tone of practicality to the textbook and influenced the men to give greater consideration to its contents.

#### TAKING THE CONCEIT OUT OF THE STUDENTS

To insure the men getting the maximum good out of the course, frequent examinations were held. These examinations not only served to keep the men's noses to the grindstone, but also gave the management a good line on a man's intelligence. If a student showed by the answers given to these examination questions that he was not able to grasp the various talks that were given by different members of the sales and advertising departments, he was promptly dropped from the school, as it was best for the man himself, as well as the company,

that he be told frankly he was not qualified for the work, rather than go through with the course and then fall flat.

But it developed that even with the examinations that there were several of the class who would not study, yet the sales manager felt sure that they were good men, and it was only because they thought the school idea a waste of time, and, as is often the case among salesmen, felt they knew more about selling than the instructor, that they would not apply themselves. To prove to these men and the rest of the class that they were not as smart as they thought they were, strategy was employed and it worked out to perfection.

About the third week of the course, just about the time that the men began to feel their wings and ache to get into action, they were handed several inquiries and told to go out and close them. If they succeeded they would be put right out on the road without further training. Care, however, was taken to insure the inquiries being properly "dead" before they were handed to the students. In most cases they were several months old, and could hardly be called live prospects by any manner of means, in fact one of the cards which was sent in requesting information as to how the machine might be used in a laundry, took the student out to a tumbled-down building, where he was informed by the prospect, in answer to his request to explain how laundries used the machine he was selling, that "I ain't no laundry, I'm a washerwoman."

After the boys ran up against several of these kind of prospects they had a good deal of their conceit knocked out of them, and were mighty glad of the chance to return to the classroom and dig in and learn all they could.

#### PREVENTING THE MEN FROM QUITTING

When asked what was the most important lesson that he had learned from this experiment in the training of salesmen, this sales manager replied that he

## More Than Two Thousand Cash Sales—Each To An Automobile Owner

Recently the New York American offered its readers two Automobile Touring Maps showing the best routes in New York, New Jersey, Pennsylvania, New England and Long Island, for the price of twenty cents.

In order to secure these maps, readers were required to fill in their name, address, and the name of their car, and enclose twenty cents with the coupon from The American.

Twenty-five hundred sets, or five thousand maps in all, were quickly disposed of, and more than a thousand late orders could not be filled, and were returned—as the edition was limited.

These coupons and the envelopes in which they were received with the signatures of automobile owners have been carefully preserved and conveniently arranged for inspection by advertisers who are sufficiently interested to verify this very emphatic testimony to the buying-power of readers of the New York American.

The coupons came from lawyers, doctors, railroad presidents, ministers, Stock Exchange members, and officers of many of the largest corporations in the country. The great majority were from New York City and its immediate suburbs.

It is a marvelous indication of the Quantity-Quality Circulation of the New York American. Just think of more than three thousand replies to a single offer of something that most automobile owners probably already had in one form or another, or couldn't use.

Those who replied represented an ownership of more than Four Million Dollars' Worth of Automobiles.

### New York American

*"Greatest Quantity-Quality Circulation"*

Week-Day Edition Exceeds 290,000 Net Paid Copies  
Sunday Edition Exceeds 750,000 Net Paid Copies



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## Troy, An American Manufacturing City

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Troy, N. Y., is unique among manufacturing cities. Its workers are American.

Practically 20,000 American-born employees out of a total population of 80,000.

Keen, clean, intelligent, well-informed and well-paid. United socially in the bonds of common interest by the predominance of the city's leading industry.

This gives tremendous power, strength and advantage to the home papers, leaving little avenue for inroads by foreign newspapers.

Its people must be reached from the inside.

This great advantage is shared by the advertisers in the home papers. Competition is minimized. Results are centered, sharply defined and immediate. You can know what it is paying—quick!

**The**  
**Troy Record**

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found the secret of holding men lay in getting them obligated to the concern in some way. He found that a man who has some incentive to make him "make good" will work much harder, and start in with the determination to make good that seldom fails. It is the man who goes at it in a half-hearted way, and then when things begin to look hazy throws up the sponge and quits, that costs the most money.

Because of this fact this sales manager says that the next class he puts through, instead of paying the men a nominal salary while attending school, he is going to make them pay all their expenses to and from the school, and advance them a certain sum each week to live on, to be taken out of their first commissions. This plan he feels will prove more successful, as it will obligate the man to the firm, and if he has a spark of manhood he will work doubly hard to repay his benefactors. Then too, it is hoped that by making the student pay for his education, just the same as the college student has to pay for his, he will make an extra effort to get the greatest amount of good out of it. It is a well-known peculiarity of human nature that we value most the things that we make the greatest sacrifice to get, and so it should follow that the salesman who has to invest some money in his new business in order to get the necessary training, will make a better salesman—a bigger money-maker, not only for the company, but for himself as well.

### Dr. Munyon to Advertise Medicinal Cigarette

Dr. Munyon, president of the Munyon Homeopathic Home Remedy Company, Philadelphia, Pa., states that he intends to invest \$400,000 in newspaper advertising during the next year to place a new "tobaccoless" cigarette on the market. The name of the new cigarette is to be "Smo-Ko," and the product is of such a nature that it is acceptable to the newspapers who discriminate against some kinds of medicinal advertising. Dr. Munyon claims that in 1893 his net profits amounted to \$600,000 as a result of \$500,000 spent in newspaper space. The advertising will begin some time in November.

## How Testimonials Influence Prospects

One Man Has Found Them a Potent Factor—How Used in Selling Conveying Equipment—Three Results of a Letter of Inquiry—Why Indiscriminate Use of Testimonials Is Unwise

By A. F. N. Thomas

Adv. Mgr., Mathews Gravity Carrier Co., Ellwood City, Pa.

**A**FTER reading C. W. Hurd's article covering testimonials in *PRINTERS' INK* of August 21st, I am encouraged to contribute something to the literature on the subject.

I am of the opinion that the majority of advertising men are lured by the potentiality of a good testimonial, and are using them to a greater extent than is generally known.

My experience, devoted entirely to advertising and selling the Mathews line of gravity and power-conveying machinery, has demonstrated beyond question, to me at least, that good testimonials are a power in boosting sales.

For fifteen years our company has been marketing conveying equipment. Two years ago the company created an advertising department and the post of manager was offered to me. Shortly after taking charge I found it desirable to ascertain the status of our equipment in the estimation of our customers. In order to do this and not have it appear that the primary object was to secure letters of endorsement, I drafted the following letter and sent a copy to each of our customers:

At one time you purchased a Mathews conveying system consisting of ———.  
Has this equipment been satisfactory?  
Has it given the service you expected?  
Are you using it now?  
Can you use additional equipment, or will you be in the market later?  
Kindly use the enclosed self-addressed stamped envelope for your reply, and oblige,

Yours very truly,  
MATHEWS GRAVITY CARRIER CO.

It will be seen that this form of



## Leadership

*Wisconsin State Journal*

No true general would retire from the field of battle to take a chair at West Point. Norman Hapgood is a general in the army that is fighting for the common good. Through him the name of *HARPER'S WEEKLY* will again stand for the highest and loftiest purpose, as years ago it did under the editorship of George William Curtis. The rich traditions of *HARPER'S WEEKLY'S* richest days could be bequeathed to no better hands than Hapgood's.

## HARPER'S WEEKLY

EDITED BY

**NORMAN HAPGOOD**

*A publication of particular merit as an advertising medium for the kind of business it will seek.*

McClure Publications, Inc.  
New York

letter accomplished three distinct purposes:

First, the letter yielded replies from 80 per cent of the list, nearly all of which were splendid endorsements.

Second, it gave dissatisfied customers a chance to complain direct to us instead of nursing a grouch and knocking our machines.

Third, it gave us a line on possible additional business from old customers.

In addition to the above points, the tone of the letter gave the desired impression that our company does not lose interest in its patrons after a sale has been made.

After the replies were all in they were classified into groups representing the many different industries our equipment is designed to serve. Each group was re-classified by states and securely bound in book form. I then had duplicates made of each group for the use of our salesmen and selling agents. Many of the best letters were reproduced and printed for use in connection with correspondence.

#### HOW HE USES TESTIMONIALS

These testimonials have wonderfully stimulated sales, and I use them in various ways, but mainly with letters in answer to daily inquiries. For instance, an inquiry comes from a lumber manufacturer or dealer in Wisconsin. I first turn to my book of letters from customers using our lumber conveyor and have a stenographer make copies of all the letters under Wisconsin. They are turned over to another stenographer who takes the dictation in reply to the inquiry. Thus the prospect is furnished with opinions of users in his own state, and very often in his own town. We also invite the prospect to write direct to these customers for first-hand information or make a short trip so that he can witness the equipment in actual operation. We find, however, that our evident wish to have him personally investigate the genuineness of the testimonials is usually sufficient to

inspire confidence and the order is placed without unnecessary delay.

In addition to the testimonial letters we furnish all new prospects a complete list of sales made to firms or individuals engaged in the same line of business, brought right down to date of writing. This plan also influences favorable consideration, as it shows the demand for our equipment and the extent of its use by competitors.

I do not believe in indiscriminate use of testimonial letters. There is a psychological moment which fixes the time for their use, the same as other elements of scientific selling. When a man is not interested in your proposition he will give your personal letter only a cursory reading and pay no attention whatever to "stuffers" in the shape of testimonials or circular matter. But when his interest has reached the point of writing for literature and prices then he is ready to give undivided attention to everything touching the subject. This is the psychological moment when the opinions of his neighbors relative to the identical matter which has his interested attention will have full consideration. He naturally feels like taking our statements and talking points as a matter of course and uses the proverbial grains of salt liberally—but, when our claims are backed up over the signatures of numerous users in his own state, confidence is established and desire to buy is greatly strengthened.

Quite often we encounter the ultra-conservative buyer who has a mild interest but a strong fear of purchasing a gold brick. These skeptics invariably ask the privilege of buying on trial. The nature of our business is such that we cannot very well comply with such requests, so we turn our entire battery of testimonials loose and fairly swamp the doubter with direct, incontrovertible evidence to prove that our equipment will do for him exactly what it is doing for others. Without such evidence our position would be a weak one, having nothing but our unsupported word to offer.

## How to Cover the Country with One Order and One Plate

A COUNTRY newspaper is a splendid advertising medium because of its prosperous class of readers, their loyalty to the paper, and the extreme care and thoroughness exercised by every member of the family in reading it. It is the historian of their town and vicinity, and faithfully chronicles all that happens to themselves, their relatives and friends.

We can place your advertisement in the 5,927 Country Weekly Newspapers of the

## Kellogg & Western Lists

or any part of them, at no cost to you for typesetting or electros. Changes can be made as frequently as desired without extra charge.

Almost two-thirds of the people of the United States live in the smaller towns and villages and in rural districts. Let us advise you fully by mail how little it would cost you to reach *about twenty million* of them through our 5,927 papers. We will at the same time gladly send our catalogue and map.

## Western Newspaper Union

CHICAGO

NEW YORK

## THE STRENGTH OF THE ATLANTIC

To live in its own generation is the breath of a magazine's life, and that magazine is the best friend of its readers which helps them best to understand and help and like the world they live in.

THE ATLANTIC'S creed is simple—to be useful; to be pleasant; to be critical with tolerance and instructive without pedantry; to have many moods but the same character; to swear by honest English; and never to forget that of useless things an uninteresting magazine least of all deserves salvation.

The magazine which is a necessity to its readers is the most *influential advertising medium*.

### THE ATLANTIC MONTHLY

WALTER C. KIMBALL, Inc.

*Advertising Managers*

Nelson J. Peabody, Western Mgr.  
110 S. Dearborn St.  
Chicago

Paul W. Minnick, Eastern Mgr.  
432 Fourth Avenue  
New York

## New Aim of Standard Milling Co.'s Fall Campaign

Hecker's Flours and Uncooked Cereals Will Be Featured in a High-Cost-of-Living Appeal to Housekeepers Through Newspapers—The Style of Copy-Which Will Be Used


THE Standard Milling Company of New York, whose various products include Hecker's flours and a line of uncooked cereals of the same name, has launched a newspaper campaign designed to win over some of the consumers who are now buying cooked cereals such as corn flakes, oatmeal, wheat flakes and the like. The milling company also evidently has its eye on some of the profits now going to the bread-baking concerns, and hopes to win over both classes of consumers, to some degree at least, by reason-why arguments based on the theory that the housewife can reduce her cost of living if she will do her own cooking and baking, with the attendant help of the Hecker line.

The new campaign as outlined by the Standard Milling Company consists of two parts. The advertisement with the catchline "Hecker's Flour and Cereals," shown herewith, is one of the ads in Part I. This particular copy was written by General Brayton Ives, president of the Standard Milling Company, and brings out several points which the company hopes will land present consumers of cooked cereals and bread from the bakery. This copy tells the cost of a portion of the Hecker breakfast foods, and while it does not say just how much the housewife can save by cooking them herself, still the phrase *high living at low cost*, run in italics, is an inference which any housewife who keeps an account book can prove or disprove in short order. This particular copy calls attention to the bid which is being made to the apartment dweller. Although numerous manufactur-

ers are placing their goods in small packages, for the family with three rooms and a bath, still the number of advertisers who are using this talking point in their advertisements is small, and the Standard is going to take advantage of present conditions.

Part II of the Standard's campaign, which is just about to start, is to be made up of a series of ads each of which is devoted to the particular Hecker product which is most seasonable as the campaign runs along. There will be plenty of seasonable copy. For example, Old Homestead Pancake Flour will be featured during the early fall and late spring; Hecker's buckwheat during midwinter, and so on. Ads of Part II will be of a similar layout to the copy shown, although, of course, in each case the text will be specific as regards Hecker products instead of general.

Part I of the campaign is now confined to the New York *Globe*, *Mail*, and Brooklyn *Eagle*. Part



**HECKER'S**  
**Flour and Cereals**

Popular For Seventy Years And Growing  
Where Is Your Flour?

**Why?**

1. The new materials were never subjected to such care or manufactured with greater skill. Scientific tests confirm highest quality. Every requirement for purity is fully met.
2. The popularity of the Cereals is due to their delicious flavor, the ease with which they are prepared, their nutritive qualities and their economy. They furnish nourishment of the best. For example, one package of Hecker's Corn Flakes or of the Oatmeal Cereal will provide an excellent breakfast or a case of diarrhoea of a case for each person, and the Hecker and Pioneer Flours are equally reliable and economical.
3. Hecker's Instantaneous Flour has been recognized as the best family flour, and after its perfect value is proven. In three days of general competition of the cost of living, this flour delivered against a standard, a barrel costing \$5.50 will make 100 loaves of 1 1/2 ounce, or 210 worth if bought outside. The value of a barrel could not be sold for more than \$10 in the way, and in the same time give her supply the above good (superior) flour?
4. Recognizing the rapidly increasing number of small apartments and houses, all of the above named preparations are put up in small packages of economy—approximately the Cereals in boxes of 10 and 15 ounce each, and the flour in large tins of 10 and 15 pounds. Only a trial is necessary to convince anyone of the superiority of these supplies.

ALL GROCERS KEEP OR WILL GET THEM

COPY WRITTEN BY THE COMPANY'S  
PRESIDENT

II will have a list of newspapers which will include a large number of those in Greater New York. Foreign language papers will be used, and altogether the Standard's two-part campaign will thoroughly cover the Greater New York field.

Victor Leonard, advertising manager of the Standard Milling Company, recently estimated that the Hecker products were handled

by 80 per cent of those dealers in Greater New York who could possibly handle the line to advantage. He says the number of possible dealers in the Hecker line in Greater New York is 16,000.

The Standard Milling Company has been a large user of various mediums covering New York and surrounding territory. Painted walls and bulletins, posters and street-car cards have featured the Hecker circular trade-mark.

Paintings which showed children in human-interest poses with Hecker packages nearby was the general style of copy adopted. Some time ago newspapers were used. Demonstration and sampling have aided the Standard in getting its satisfactory distribution.

Now it is thought that the time has arrived when the question which the company must solve with advertising is not so much that of how to get the public familiar with the Hecker trade-mark or of how to induce dealers to handle the goods as it is how to win over consumers who are now buying cooked cereals and bakers' bread. The high-cost-of-living arguments and others of a like nature accompanied by the reputation-building talks concerning Standard facilities are expected to greatly increase the consumption of Hecker products per capita in Greater New York, parts of New England and New Jersey, and thus measurably solve the Standard's present problem.

### "Mail-Order Selling from the Inside"

L. D. McCormick, sales manager of Butler Bros.' St. Louis houses, addressed the St. Louis Sales Managers' Association, September 24, on "Mail Order Selling from the Inside." He said that the annual or semi-annual catalogue is good for reference only. The catalogue that sells the goods must be issued monthly. The preparation of the catalogue that sells is an art, he said. Mr. McCormick advocated the price tag on every article in plain numerals. "It inspires confidence," said he, "for the buyer to be able to see the sales price marked on each article." John Lee Mahin, of Chicago, also gave an address.

### The Trouble with Real Estate Advertising

Last week Basil L. Smith gave the members of the Philadelphia Real Estate Brokers' Association an interesting talk on advertising at a well-attended luncheon at the Bingham House, Philadelphia. His talk was both forceful and interesting and he offered much in the way of good advice as to the proper way to use newspaper space. He stated that the chief fault with most real estate advertising is lack of descriptive detail and too much generalization.

In the development of his theme he stated that "circulation is a newspaper's chief asset, but the classification of the advertisements which it contains is the main feature which tends to suit the desires of its readers, for it enables them to come in touch with the particular object in which they are interested."

### Editor Says He Won't Quit

J. A. Lazar, editor of *The Sunday Telegram* of Philadelphia, which several weeks ago published the canard about Harry K. Thaw having been shot while attempting to escape, recently challenged persons who are adverse to this type of journalism to "throw the editor in jail."

Director of Public Safety Porter has accepted the challenge and will renew prosecution to suppress the publication.

Lazar has cleared up some of the mystery surrounding the publication. At the top of the editorial page was printed "Published every Sunday by the Sunday Telegram Publishing Company, J. A. Lazar, editor, 1631 Germantown avenue." It was stated that the publication would be continued indefinitely.

### Will Circular Advertising Help?

The products of the English looms are now being advertised in the West, showing that the new tariff policy of the United States is being felt as far West as the Rocky Mountains. One of the advertising methods is the distribution of circulars, coming largely from Huddersfield, where manufacturers of cloths have allied with themselves fashionable tailors of London or the Eastern cities of America.

The directions as to the proper clothes to wear on the street or at the various functions, as well as the cut of the garments, are distinctively English.

### Hodges in West for Abbott & Briggs

Lou A. Hodges, formerly Western advertising manager for *Ainslee's*, *Popular* and *Smith's Magazine* and for five years with the Frank A. Munsey Company, is now connected with the Abbott & Briggs Company's semi-monthly magazine section.



## "Give Back the Presents I Promised You!"

—That's what Mother Nature said to some of the corn-belt farmers in 1913. We have not met with a serious crop disaster—only a disappointment of brilliant promises.

—The "crop failure" is psychological rather than financial.

—Our farmers as a class, in view of the prevailing high prices, will receive as much money this year as last year, and probably more.

## MISSOURI VALLEY FARMER

A practical Farm Monthly, with a sales-making record, gives the general advertiser an unusually effective and economical means of reaching the farmer trade in the states of the Mississippi Valley.

More than 500,000 farmers subscribe for it.

I do not pretend that I can tell you how many automobiles these 500,000 families own, nor that every one of them is away above the average in intelligence.

But I do know this about them:

They read Missouri Valley Farmer with keen interest and find it of real, practical value to them in the business of life.

They like the paper—and say so.

And they buy the commodities advertised in its pages—from automobiles and farm tractors down.

No agricultural monthly in the country is better edited; no farm paper gets closer to its readers. Look at it once through the farmer's eyes and you'll see.

The subscription list of Missouri Valley Farmer is made up of the average, well-to-do farm-families in the states between Ohio on the East and the Rocky Mountains on the West—with a few thousand scattering around the edges.

They are the people who produce the bread and meat and butter and eggs that is the basis of the wealth of America.

In good years and bad years alike their purchases make up the backbone of the nation's domestic trade.

Missouri Valley Farmer has won a warm place in the affection of a half million farm homes, because it is edited largely by its own subscribers. It is a reflex of their own ideas and ideals. It has become a member of the family on a half million farms in—Texas, Oklahoma, Missouri, Kansas, Nebraska, Colorado, Minnesota, South Dakota, North Dakota, Wisconsin, Iowa, Illinois, Michigan, Ohio, Indiana, Kentucky, Tennessee and Arkansas.

These states have 70 per cent of the farm wealth of the United States, and this wealth has grown 109 per cent in the last ten years. They produce 76 per cent of the wheat, 87 per cent of the corn, 83 per cent of the oats, nearly all of the alfalfa, and 66 per cent of the cattle of the entire country.

Missouri Valley Farmer has shown its ability to sell to this great farm population. It has proved the power of the grip it has on them—by making good for scores of advertisers who have been using it for the past five years or more.

*Arthur Capper*

Topeka, Kan.

Publisher

MARCO MORROW  
Director of Advertising

New York.....1306 Flatiron Bldg.  
W. T. Laing.  
Chicago.....1800 Mallery Bldg.  
J. C. Feeley.  
Kansas City.....1512 Waldheim Bldg.  
St. Louis.....1106 Chemical Bldg.  
Tom D. Costello.  
Omaha.....334 Chamber of Commerce  
J. T. Dunlap.  
Oklahoma City.....1005 Colcord Bldg.  
M. L. Crowther.



#### THE SALESMANAGER

*You will find—just as he did—that the right sort of co-operation pays.*

#### THE CONNECTING LINK

*The story below tells how a department like this revolutionized a sales force.*

#### THE SALESMAN

*Wouldn't you like YOUR men to feel as he did about the home office?*

## How the Salesmanager Made Good

**As told by one of the boys on the road**

**T**HREE salesmen in a sleeping car were discussing their troubles with the home-office—as salesmen sometimes do—and the man with the gray tie listened with interest for half an hour.

Then he cleared his throat.

"Boys," said he, "I used to feel the same way; but I've learned better. I once thought Co-operation from the H. O. meant putting an official O. K. on all my actions, granting my requests for changes in the line and for price reductions, passing my expense account and things like that. But since our Multigraph Department opened up three years ago, I've seen a great light.

"I know now that Co-operation means helping me sell goods and making me a better salesman.

"First I knew that times had changed was when I began getting bi-weekly sales letters from the G. S. M. By George! he was telling me a lot of things about percentage of profits, goods in stock, factory conditions and other things that we salesmen hadn't been supposed to know.

"Every time the least little thing happened down there I was notified.

"I began to feel more like one of the family, and, when I walked into a customer's office and said 'We' or 'Our' I said it with a new feeling of pride and ownership.

"Before long the sales letter developed into a regular house-organ with a nicely designed cover in two colors. All the boys were strong for it. It

kept us posted on good talking points, gave us lots of inspiration over the signatures of our biggest men, boosted the quota contests and was read and re-read by us all.

"Next I got wise to the fact that I was finding it easier to get access to certain people and could close a sale in less time.

"It was partly because I was becoming a better salesman—but there was another reason—

"Everywhere I went, I found prospects located and partly educated by the H. O. They were getting good letters and good advertising and it helped a lot. I received a bunch of dealer's helps to take around with me, and I found the live-wire merchants always interested.

"I could talk about it for half a day and I couldn't tell all that has come out of that Multigraph Department.

"The first time I was back, I looked it up. All I found was a machine about as big as a typewriter desk, and a bright young fellow of twenty running it. Of course, the big ideas came from the G. S. M., but that boy and machine had turned out every bit of the typewriting and printing! Fine work it was, too.

"We have more machines now, and they do all the office and factory printing. In fact, they help out the work of every department. The G. S. M. says he never knew how to tackle the sales problem right till he got a Multigraph."

### A Moral for Him Who Reads

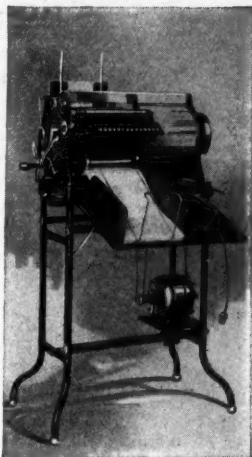
The Multigraph solves many sales problems like that referred to in this story. It makes it possible to carry out selling ideas quickly, conveniently and at low cost. It fits almost any kind of business. Mail the coupon and we'll help you investigate its application to your own problems. You are amply protected, for we are resolved that you can't buy a Multigraph unless you need it.

## THE AMERICAN MULTIGRAPH SALES CO.

EXECUTIVE OFFICES **Cleveland**  
1820 East Fortieth Street

Branches in Sixty Cities. Look in your Telephone Directory.

European Representatives: The International Multigraph Co., 59 Holborn Viaduct, London, Eng.; Berlin, W-8 Krausenstr., 70 Ecke Friedrichstr. Paris, 24 Boulevard des Capucines.



Above is a picture of the Multigraph complete unit which turns out both real printing and real typewriting.

### What Uses Are You Most Interested In?

Check them on this slip and enclose it with your request for information, written on your business stationery. We'll show you what others are doing.

AMERICAN MULTIGRAPH  
SALES CO.

1820 E. Fortieth St., Cleveland

#### Printing:

- ☐ Booklets
- ☐ Folders
- ☐ Envelope-Staffers
- ☐ House-Organ
- ☐ Dealers' Imprints
- ☐ Label Imprints
- ☐ System-Forms
- ☐ Letter-Heads
- ☐ Bill-Heads and Statements
- ☐ Receipts, Checks, etc.
- ☐ Envelopes

#### Typewriting:

- ☐ Circular Letters
- ☐ Booklets
- ☐ Envelope-Staffers
- ☐ Price-Lists
- ☐ Reports
- ☐ Notices
- ☐ Bulletins to Employees
- ☐ Inside System-Forms

*"By W<sup>M</sup>. B. WALKER, President of the  
American Thermos Bottle Company  
in an interview in Printers' Ink"*

...ure New York  
... about five years ago to start  
the ball rolling. New York is a  
big place and a wealthy one, the  
center not only of metropolitan  
population but the objective of  
much transient travel. More than  
250,000 people come daily into the  
city. To capture New York is to  
capture the country. The popular  
saying, "As goes New York, so  
goes the Nation," is no more true  
of politics, art or theatricals than  
it is of merchandising. New York  
is the touchstone of success. If  
you win there, you win every-  
where. And there is nowhere else  
that a limited appropriation will  
go so far as it will there, all the  
other conditions, of course, being  
right.

That is the reason why at the  
very outset we tried to make one  
big dent in the New York condi-  
tions, make it once for all.

*The way to make that dent so that everyone in New York and any-  
body from anywhere that ever comes to New York will never be  
able to erase it from their memory is to do just what Mr. Walker  
did—order a big electric sign on the "Great White Way."*

*Do you remember the "Bottle Hot" and the "Bottle Cold" that appeared  
on the Great White Way?*

*Why not brand your name and trade-mark on the memory of thousands  
of people in the same way?*

**The O. J. Gude Co. N.Y.**

220 W. 42nd St., New York City

## Sanatogen's Rejoinder to Dr. Wiley

R. M. S. "LUSITANIA,"

September 6, 1913.

Editor of PRINTERS' INK:

I enclose herewith a letter which I should be pleased if you would publish in the first available issue of PRINTERS' INK, since it touches upon the great question of Truth in advertising, and it is only fit and proper that in view of what Dr. Wiley has said on this subject *re* Sanatogen you should have my answer.

F. W. HEHMEYER.

R.M.S. "LUSITANIA."

September 5, 1913.

Editor of PRINTERS' INK:

A friend of mine, anxious to add to my enjoyment of the ocean voyage, has sent me a clipping from the September issue of *Good Housekeeping* aboard this ship.

The clipping is from an article by Dr. Wiley on the ethics of advertising and covers pages 387-388. I note from this clipping that it is Dr. Wiley's contention that the public is in no position to judge the good or the bad in advertised goods, and that the responsibility should be placed with the publisher.

Dr. Wiley has many supporters in his campaign for truth and honesty in advertising, and the writer of this letter is one of them.

That Dr. Wiley is wholly sincere in what he says, of that I am sure; that he could not consciously utter a falsehood, of that I am likewise convinced. It all the more distresses me to find him make this statement:

"It (Sanatogen) is said to be the only nerve food having the approval of the great Tunncliffe," for I am constrained to submit that this statement is not true, and therefore violates the very principles on behalf of which Dr. Wiley wages so valiant a fight. Neither Dr. Tunncliffe nor the proprietors of Sanatogen have ever stated that Sanatogen was the only nerve tonic having his (Tunncliffe's) approval. The fact of the matter is that Dr. Tunncliffe, in company with other competent investigators, has subjected certain phosphorus compounds, including Sanatogen, to a series of metabolism experiments, which resulted in proving the fact that the organic phosphorus contained in Sanatogen is practically entirely absorbed by the human organism. These findings were made public before a congress of medical men and were later published in one of the medical journals. In this paper Dr. Tunncliffe merely registers his findings, but he does not refer to Sanatogen as a nerve tonic, nor does he say it is the only nerve tonic having his approval and, as stated above, the proprietors of Sanatogen do not say so, either. But Dr. Wiley states specifically, "It is said to be the only nerve tonic having the approval of the great Tunncliffe."

And may I say right here that the evidence of the value of Sanatogen does not rest upon the statement of one single investigator, but upon the results of over one hundred clinical and ex-

perimental investigations, made in hospitals, university clinics and private practices, and published in standard medical journals and textbooks. It rests, moreover, upon the written communications of over eighteen thousand physicians, who in their own practices have observed the effects of Sanatogen; be it understood also, once and for all, that the existence of these 18,000 letters of commendation from physicians can be proven in a court of law. Any newspaper or magazine publishing the Sanatogen advertising is invited to make me substantiate to their satisfaction the truth and authenticity of the above statement, and I only wish there were a law that compelled publishers thus to ascertain the truth. We would not then hear sneering remarks about "unnamed physicians."

Among the physicians who prescribe Sanatogen, who believe in its value as a food-tonic, Dr. Wiley will find any number of members of his association, men also whom he will gladly acknowledge as true authorities on questions of dietetics. With these facts before him, facts which he is at liberty to investigate and prove to his satisfaction, even Dr. Wiley will allow that the public is in no way asked or compelled to buy Sanatogen on the specious claims of its manufacturers, but on the strength of the authenticated investigations and experiences of a tremendous number of medical men, the only fit judges in matters concerning health, whose worldwide appreciation of Sanatogen recently found fitting expression in the awarding of the "Grand Prix" at the International Congress of Medicine, at London, this year, Sanatogen being the only food preparation receiving this high distinction.

By all means let us strive and fight for truth and honesty in advertising, but while doing so, let's stick to the truth ourselves, or else we will be like the man who preaches prohibition and gets drunk the while.

F. W. HEHMEYER,

President-Manager,

The Bauer Chemical Co., N. Y.

## Town Will Copyright Its Name

Tulsa, Okla., is proud of its name and proposes to have it all to itself. It's now the only Tulsa on earth. In order that the name cannot be used as a trade-mark outside the city, and cannot be taken as a name by another town anywhere in the United States, the city commission will copyright the name, taking out both a national and international patent. The city attorneys are drafting an ordinance providing for a copyright and patents.

Tulsa is a Creek Indian word, meaning frontier. It was carried first by the Tulsa clan of Creeks. To commemorate this clan the name was applied to Tulsa by its founder, J. M. Hall, when he staked out the town-site in 1881. Chief Tulsa is buried nearby.

The George B. David Company, New York and Chicago, has been appointed American representative of *Le Soleil*, Quebec, Canada.

## Coach Company Advertisises to Fill Slack Hours

**Fifth Avenue Coach Company Finds Jingles Effective in Filling Busses During Off Hours—Campaign Claimed to Be Very Successful—Humorous Rhymes as Warm-Weather Copy**

ACCORDING to President R. W. Meade, of the Fifth Avenue Coach Company, New York, the trial newspaper campaign which the company has been running in New York papers has made good in a most promising manner. As a result of this try-out campaign the company has decided to continue the advertising through the winter, although it intends to discontinue the semi-humorous copy for the argumentative, reason-why kind now that the cool weather has set in, and people are more in a humor for serious reading.

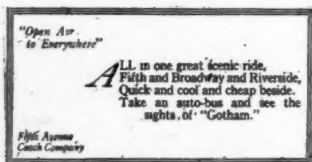
The inside story of the Fifth Avenue Coach Company's advertising debut is very interesting. It seems that for some time President Meade had been doing his level best to get an advertising appropriation but until this summer failed to do so. Those who controlled the purse strings were skeptical about advertising a bus line. They couldn't see the logic of spending money to advertise something which "everybody knew about." For were not the com-

mercial campaign to "sell" the people on the idea of using the busses in the morning to ride to work, and in the evening for taking an after-dinner ride, he was able to secure a trial appropriation to test out his advertising theories.

As this was a proposition peculiarly adapted to the newspapers Mr. Meade decided to spend a large percentage of the appropriation in educational newspaper advertising. He arranged a schedule so that the advertisements would appear in all the New York papers at least once a week. For this first campaign the space was small, three-inch double-column, and because of the warm weather it was decided to use a suggestive, catchy, jingle set off in a lot of white space.

Each one of these jingles drove home one point. For example, one rhyme would be about the wisdom of taking the children out for a bus ride in the evening rather than to the moving picture show, another would tell the business man to ride downtown on the bus because of the fresh air. Other ads suggested evening trips on the busses and the use of them for shopping. As a whole, the campaign was based on the value of fresh air and the slogan "Open Air to Everywhere" was created and played up prominently throughout the series.

According to Mr. Cleveland, who wrote most of the jingles, when they first appeared they created no end of comment. The advertising fraternity arose almost to a man against the use of such "crude" copy. One of the big New York papers even called a meeting of its advertising staff to discuss the advisability of accepting it, and ended in calling the "poet" up and suggesting the use of other copy. Another result of the use of the jingles was the development of a small army of "jingers" who were sure that they could write jingles that had it all over Cleveland's. As evidence they would enclose samples, and state that they stood willing to sell "the entire publication rights" for this



THE SUMMER COPY

pany's forty busses passing up and down Fifth Avenue every hour of the day? When summer came, however, and Mr. Meade was able to show that between the hours of seven and nine, and six and ten the travel on the busses was comparatively light, and could be increased through a direct edu-

# Sunday *Illustrated* Magazine



SEPTEMBER 21, 1913

## Over 1,100,000 Circulation

Pittsburgh Gazette-Times  
 Rochester Democrat and  
 Chronicle  
 Minneapolis Tribune  
 Boston Herald  
 Detroit Free Press  
 Louisville Courier-Journal

Memphis Commercial  
 Appeal  
 Milwaukee Sentinel  
 New Orleans Picayune  
 Omaha World-Herald  
 Columbus Dispatch  
 Denver Republican

Des Moines Register and  
 Leader  
 Buffalo Times  
 Worcester Telegram  
 Providence Tribune

In a recent issue of the ILLUSTRATED SUNDAY MAGAZINE, there were among the features, stories by:

George Randolph Chester  
 Lee Shubert  
 Rex Beach  
 Robert W. Chambers  
 Robert L. Beecher

Quite an impressive array of talent for a single issue.

Perhaps this explains why the ILLUSTRATED SUNDAY MAGAZINE showed a gain in advertising for the three summer months.

*Lawrence* Inc.

Chicago

NEW YORK

Boston



# Seed-Time is Harvest-Time and Vice-Versa

Seed time and harvest run their rounds regularly. When the gardeners harvest-time comes, however, the seedsman's sowing season starts—figuratively speaking.

The seedsman's sowing is his advertising.

To bear a bountiful crop the ground must be fertile.

HOME LIFE'S circulation of 900,000 guaranteed, bulked in the Middle West and New York and Pennsylvania in the East, covers the most prolific small town field of its extent in the world.

And 25% is on the R. F. D. routes.

A rich harvest awaits the sower using the columns of HOME LIFE.

## Home Life Publishing Co.

ARTHUR A. HINKLEY, President

### Chicago

BARTON E. BUCKMAN, Adv. Mgr., 141-149 W. Ohio St., Chicago.

C. W. WILSON, Eastern Mgr., 200 Fifth Ave., New York.

rhyme for a consideration, the size of the consideration depending on the author's conception of what the remuneration of men, who wrote world-famous ads such as theirs would be, received.

One of the by-products of the campaign, the Fifth Avenue Coach Company feels, is the good will it has developed. In fact, it finds, this good-will so valuable that the copy for the new advertisements will be along good-will-building lines to a great extent, although its main purpose will be to stimulate the use of the busses during the winter months. The first of the new advertisements will appear in the newspapers very shortly.

It is generally believed that the *sub rosa* object of this new advertising is to place difficulties in the path of another bus company which, rumor has it, is going to start operating a competing line of busses, and instead of charging a straight ten-cent fare, is planning to charge five cents for every definite number of blocks traveled.

The Fifth Avenue Coach Company's campaign indicates the possibilities of advertising for such purposes as this, where a public service company wishes to regulate the consumption or use of its service, and is another instance of public service advertising that has made good.

## Wool Soap Babies Back at Work

NEW YORK, Sept. 21, 1913.

Editor of PRINTERS' INK:

Could you please give me some information as to why Wool Soap advertising was discontinued. Five or six years ago the Wool Soap babies were a household word, but for some reason they have disappeared from the public gaze altogether.

E. P. ROGERS.

It is understood that Swift & Company, who manufacture Wool Soap, discontinued advertising it nationally about four years ago when they discovered that its name carried with it the impression that its sole use was for washing woollens. Because of this

impression it was difficult to create sufficient repeat demand to warrant continued advertising.

A floating white soap was next made the leader of the Swift



THE SWIFT BABIES AGAIN AT WORK

family of soap products, but possibly because of its almost impossible task of undermining the good-will built up through years of continuous advertising such as concerns like Procter & Gamble have done for Ivory Soap, it never had a very extensive exploitation in national mediums. The Wool Soap Babies and their famous conversation have, however, been resurrected by Swift & Company and will play a prominent part in their plans for making their new product "Wool Soap Chips" famous. According to A. D. White, advertising manager for Swift & Company, "the increased volume of sales of Wool Soap Chips is very satisfactory and is augmented through local work rather than the use of national mediums for trade reasons."

Swift & Company's plan of putting the babies back to work again should be the means of saving thousands of dollars' worth of good-will which past advertising has given them, and materially reducing the expense of introducing their new product.—  
[Editor of PRINTERS' INK.]

Ludwig with Knill & Chamberlaine

A. H. Ludwig, formerly with Paul Block, Inc., New York and Chicago, is now connected with the Knill & Chamberlaine Special Agency, Chicago.



So that you may know **OLD HAMPSHIRE BOND**, we will gladly send you some sample sheets showing examples of modern letter headings. Better still, enclose 10 cents in stamps and we will mail you a liberal sample box of **OLD HAMPSHIRE BOND SEMI-BUSINESS STATIONERY**—a form of paper and envelopes which every business man should have both in his office and at home, for there are many letters that should express a feeling impossible to secure from business stationery.

**HAMPSHIRE PAPER CO.**

South Hadley Falls, Mass.

The only paper makers in the world making bond paper exclusively

## Value of the "Phantom" Treatment in Cuts

How the Use of the Article and the Article Itself May Be Strongly Shown in One Display—This Style also Allows Imaginative Treatment as Shown in Recent Ads

By Gilbert P. Farrar

**I**N the building of an ad, it is not always enough to show the article alone. Neither is it always fully effective to show simply the use of the article.

Ad men are becoming more and more efficient in showing both the article and the use of the article all in one ad—sometimes all in one picture. And even while doing this they are also making the article the most prominent and important part of the ad.

The most general name given the method used to obtain these results is the phantom treatment.

While I do not know just where this idea started, I do know that it is only a few years ago when the call for such a treatment on an ad would have made the caller an object of ridicule.

While advertising as a profession and as a business has been advancing with leaps and bounds, the men who make pictures and

the mechanics who make cuts have not been asleep.

And to-day, as a result of the untiring efforts of artists and engravers, we have many methods for showing the phantom treatment.

Your regular engraver may tell you that the phantom treatment is nothing more or less than the recently perfected "highlight" treatment of halftones. By this highlight treatment the article in its use and surroundings is photographed and etched onto copper in the regular way up to a certain point. That is, the article is etched to a certain "color" and then the part of the cut is covered with an acid-resisting solution to prevent further etching; then the remainder of the cut is etched very deeply—the deeper it is etched the lighter becomes the background and the stronger the contrast against the regularly-etched article.

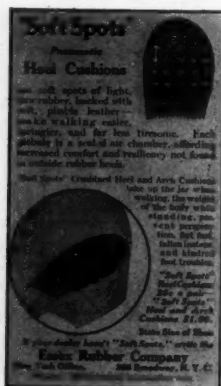
Your engraver may say that this is the only method under the head of the phantom treatment.

Not at all. You can produce the phantom treatment with many other methods.

Figs. 1 and 2 illustrate the highlight method which shows the article itself very much darker than the rest of the cut, which gives an impression of how or where the article is used. The largest portion of the work on this style of the highlight method is done by the engraver when etching the plate.

This same process applies to Fig. 3. But notice that Fig. 3 is largely a line cut. It is a combination line and halftone cut with the filler button of the pen made very prominent by the use of a black line drawing.

Fig. 4 is also a combination line and halftone cut. Yet no highlight work



FIGS. 1-2—ILLUSTRATIONS SHOWING THE "HIGHLIGHT METHOD"

**I**F you've read Printers' Ink lately you will remember several pages were devoted to the history of the success of a certain manufacturing concern in securing dealer co-operation.

It was stated that this success was considered simply phenomenal; and the manufacturer explained why it was so. His explanation was simple enough to those who understand such things; but his methods could only succeed when backed by such men and goods as he and his product.

We have served this concern for many years; you know who they are; and perhaps you are wishing for the same success. If you and your goods are right, we can show you the way.

Williams & Cunnyingham  
1714 Mallery Building  
Chicago

## **A Seventy-five Million Dollar Business Started and Built Up in**

# **COMFORT**

A mail-order house that did a \$75,000,000 mail-order business last year got its start by advertising in COMFORT more than twenty years ago, and has advertised in COMFORT ever since.

### **Eight Thousand Replies in only Fourteen Days**

and still rushing in faster than ever at the end of the fortnight is the report of an astonished advertiser on the result of the first insertion of his ad. in COMFORT.

*"Since our letter of the 5th instant we have to date (May 19, 1913) received somewhere around eight thousand answers to our ad. in May COMFORT, and our mail yesterday had 1,265 replies from your paper alone. For this we congratulate you on your good medium." That is what he wrote us.*

COMFORT is such a good medium because its million and a quarter circulation is over 80% rural and reaches the prosperous farm families, the best mail-order buyers.

## **COMFORT Ads Have Enriched the Lives of Other**

# on Dollar Mail-Order Business ilt by Advertising in

# COMFORT

## ONE Cash Sale out of Every THREE Replies

was the gratifying average result, month after month, of an ad. run six consecutive months in COMFORT.

*A very large volume of inquiries, one third of which resulted in cash sales, each to the amount of a dollar or more, is what his six months' advertising in COMFORT brought him, writes another of our enthusiastic patrons in connection with his recent order to continue his ad. in COMFORT.*

The reason for such results is that COMFORT readers are mail-order buyers, and not the class that answer ads to gratify idle curiosity.

Such satisfying, gratifying results may be yours if you use the right medium—that's COMFORT.

Forms close 10th of month before date of issue.

Apply through any reliable advertising agency or direct to

**W. H. GANNETT, Pub., Inc.,**

New York Office: 1105 Flatiron Bldg.  
WALTER A. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.  
FRANK H. THOMAS, Representative

## atched a Host Other Mail-Order Advertisers

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# An Agent of Economy

A product well advertised may be half sold. But, to make advertising reach its *highest* point of efficiency calls for a direct-to-buyer medium.

In the coal mining world The Colliery Engineer is the medium of influence. It goes to coal mining men exclusively because there is nothing in The Colliery Engineer to interest anyone *but* coal mining men. Even trade problems have no place in it. The Colliery Engineer is the coal mining specialist—a power among mining men because it *grew up* with the industry.

To the men responsible for mine equipment The Colliery Engineer is a necessary part of the organization—a constant force in reserve that helps them solve equipment problems.

Are you looking for the short, direct route into the mining market—for an agent of economy? Then ask for details of The Colliery Engineer, the recognized coal mining *authority*. A card will bring you complete information.

Tell your stenographer now.

**The Colliery Engineer**  
For  
Mines & Minerals

THE COAL MINING MONTHLY

Published at Scranton, Pa.

---



The  
PEN  
that  
Files  
Itself

FIG. 3—TO BRING OUT  
ONE POINT

graver. Much money could be saved if many such cuts, and others, were well planned *before* being sent to the engravers.

Fig. 5, however, is made entirely by the artist. He painted the background a light color and then put on the heavy lettering, leaving nothing for the engraver to do but make a straight square-finish halftone. When the working out of the phantom treatment can be done largely by the artist, the results are more generally satisfactory.

The cut of the man in Fig. 6 is a case where many trained hands are required to get the idea into the ad.

In the first place, the drawing must be made properly and with much care. Then the etcher at the engraving shop must be very careful when etching such small lines of dots in the halftone not to etch away too many of them. And on a cut of this kind much hand-tooling by an expensive operative known as a "finisher" must be done.

About one-half of the dots in the screen of the cut showing the man in Fig. 6 are cut away entirely in order to get the desired effect.

A mediæval saying is that there

has been done by the engraver. The line drawing of the child is made very faint purposely. And the sweeper is therefore first in attraction value. This process makes it necessary for the artist to know what he is doing before he puts the job of making the cut up to the engraver.

is nothing new under the sun. Advertising men are showing the populace that this saying, like many others, is out of date.

Imagination is a thing of the mind—a thing unseen. And here's where we get the meaning of the word phantom. Webster's says "phantom: unreal."

Even if imagination is a thing of the mind, advertising men have



FIG. 4—LINE DRAWING IN BACKGROUND AT  
TOP CLEVERLY USED

found a way to show it in a picture—an advertising picture.

How instantly the reader can place himself in the attitude of the young man in the Elgin ad (Fig. 7) and see vividly something that the young man in the ad sees in his mind only.

Isn't this a step forward? Doesn't this give you a glimpse of the work that modern geniuses



FIG. 5—FAINT BACKGROUND BY THE ARTIST



FIG. 6—THIS KIND OF CUT REQUIRES MUCH CARE

are putting into the field of advertising?

Another series of ads similar to the Elgin ad is the Hallet and Davis Virtuoso series. Probably you have admired the ad with the heading which reads "Dixie Raises Riot When Played by Instinct"?

The treatment of the Elgin ad (Fig. 7) is all in the drawing, making the artist entirely responsible for the effect.

Now let's consider the Packer's Tar Soap ad (Fig. 8).

If the entire stand with one border around a single square cut had been used, the objects in the picture and subject of the heading would have been difficult "to pick

up." And if the entire stand had been made in phantom by the highlight process, with the toilet articles and dishes in black, the result would have been too unreal and not in keeping with the subject of the headline.

As it is, each section of the cut at the top of this Packer's Tar Soap ad is a complete unit, and with the reading of the heading it gives a quick, easily-understood thought. To hold all of the elements of the cut together and show the articles in their proper places, the highlight phantom of the stand is well used. This cut is a masterpiece in conception and production. It forcibly illustrates the fact that the phantom treatment is adaptable in some form to many uses.



Your hair deserves as much care as your face and teeth.

Get a cake of Packer's Tar Soap and have a place for it as you do for your other necessary toilet articles.

With a cake of Packer's Tar Soap at hand, systematic shampooing easily becomes a fixed habit.

### Packer's Tar Soap

(Pure as the Power)

The use of Packer's Tar Soap through systematic shampooing is recognized as a thoroughly efficient method of keeping the scalp in a normal condition—and a cleanly scalp is the best assurance of healthy hair.

Our new manual, *The Hair and Scalp—Their Modern Care and Treatment*, will help you get the utmost benefit from Packer's Tar Soap.

THE PACKER MFG CO  
Suite 67B 31 Fulton St. N. Y.



FIG. 8—EACH SECTION OF TOP CUT A COMPLETE UNIT



FIG. 7—THIS TREATMENT ENTIRELY DUE TO THE ARTIST

Think of showing a thin sock and *showing it thin*. Sounds like a dream. But it isn't. See how the McCallum Company has done it in Fig. 9. Register another use for the phantom treatment.

The Coles Phillips style of phantom drawing, which was looked upon as something new about a year ago, has been overdone and should be used with

## To Know Paper Values is to Increase Your Proficiency as an Advertising Man

There is a personal satisfaction in knowing that your knowledge of "things advertising" is thorough.

There is a certainty of proficiency in the knowledge itself.

An advertising education is incomplete unless it also embraces an appreciation of relative paper-values.

Do you know that the combined experience of a great number of advertising men has proved:

- (1) That correct selection of paper for Sales Letters materially increases the possibility of gratifying returns?
- (2) That theorizing is unnecessary because one or two papers are invariably best for circularizing a specific trade or class?
- (3) That the Quality, Weight, Finish and Color of Paper have a decided influence on cost-per-result?

If for no other reason than to increase your store of advertising knowledge, send for the free portfolio "How to Buy Business Correspondence Paper," which contains this invaluable information. It also contains samples of "Eagle A" Water-Marked Bond Papers adaptable practically to every business use and purpose.

Write for this portfolio today but please write on your business letter-heading

*29 mills under one management spell economy in making and selling. As a result, you get the utmost in paper-quality at the price when you buy*



Sold by Good Printers and Lithographers Everywhere

**AMERICAN-WRITING-PAPER-COMPANY**

**31 Main Street: Holyoke, Massachusetts**

**Twenty Nine Mills**



## The Only One in Existence

The only agricultural zone  
distribution in existence  
today is that supplied by the

## California Farm and Home

The only medium  
that benefits both  
the **manufac-  
turer** and the  
**local dealer**  
at one time and  
at one cost.

70,000 weekly circula-  
tion in the best agricul-  
tural sections of one great  
state—California. No  
duplication. You supply  
result getting copy, we'll  
supply the **buying** cir-  
culation.

**Frank R. Hammett**  
General Manager

742 Market Street  
San Francisco

**JOHN ISAAC**  
Editor

# ASK US HOW

**GEORGE B. DAVID CO., Inc.**  
General Advertising Representatives

225 Fifth Avenue  
New York

957 Monadnock Block  
Chicago

If you are undecided as to which silk hose to buy, just compare

**McCallum Silk Hosiery**



with any other. You will be pleased with the rich quality and fine, even weave of this hosiery. The quality of materials used and the conscientious care which follows every step of manufacture have made McCallum's silk hose you can depend upon for all-around satisfaction.

In all the nearest cities, upwards from \$1. Tubular silk ties to match half-hose. At the best dealers everywhere.

Ask your dealer to show you


No. 225, men's pure thread silk half-hose, black and colors, silk laces, best cuts, hand and toe. Unusually good for wear.

**McCallum Hosiery Company**  
MONTICELLO, N.Y.

FIG. 9 — REPRESENTING THINNESS ON PAPER

**PHOENIX SILK HOSE**

is of such exquisite quality and so wonderfully serviceable that its low cost is truly surprising



When you see the quality of Phoenix Silk Hose, you will present an economical and practical way to enjoy SILK hose at often half—and everybody who gives even a thought to good dress, knows that fashion demands silk hose for every day. With Phoenix quality, Phoenix durability and Phoenix low cost, the fashion for silk hose becomes a real economy, not a burden.

Write to: JAMES H. GREFE, 111 N. 1st St., Philadelphia, Pa.

WOMEN'S PHOENIX SILK HOSE

"Made to measure" in: KNOTTING, WHOLE, 100 Broadway, New York.

FIG. 10 — UNDESIRABLE BECAUSE OVERDONE

the type just underneath this lettering is entirely too heavy.

Now we come to Fig. 11. Here's where the phantom treatment might have been used to excellent advantage.

The Elliott-Fisher Company is selling good bookkeeping machines—not pretty girls. The girl and the stool are the largest part of the cut. And to make the cut of the machine more confusing the type is zigzagged around the other side of the machine.

To have left off the vignette on this cut would have increased its strength, even as poor as it is. But to correct it fully the focus of the camera should have been more on the machine and less on the girl—more to the right of the machine.

And then to be sure that the machine would stand out strongly the girl

care. This style of drawing is shown in the Phoenix silk hose ad (Fig. 10). In this particular ad the imaginary lines are hard to follow owing to the generous use of type over the phantom part. This entire ad is poor. The lettering at the top is not easily legible and the background behind


should have been drawn in faint lines and a combination plate made; or, this entire cut should have been given the "high-light" treatment. In either case the girl would appear as an adjunct to the machine rather than as the main object of the ad.

The readers of PRINTERS' INK will find the work of artist Will Grefé very interesting along the line of the phantom treatment in pictures.

Mr. Grefé's drawings are novel and exceptional in the manner of handling the lights and shadows. See page 5 of *The Saturday Evening Post* for August 16, 1913, and also page 125 of *McClure's* for September, 1913.

It is said that mail-order catalogues have been mailed in New York City at the rate of 400,000 a day since September 1.

**Bookkeeping and Business**



The Elliott-Fisher Company is selling good bookkeeping machines—not pretty girls. The girl and the stool are the largest part of the cut. And to make the cut of the machine more confusing the type is zigzagged around the other side of the machine.

FIG. 11—PHANTOM TREATMENT MIGHT BETTER HAVE BEEN USED HERE

# The Diary of a National Advertising Manager

By Roy B. Simpson

Adv. Mgr., Roberts, Johnson & Rand Shoe Co., St. Louis.

## TWELFTH WEEK—TWO KINDS OF FRUIT

I CAN now look upon the grilling experiences of last week as ancient history. The grouches are forgotten, and Jim Dumps has again been metamorphosed into Sunny Jim. It is now ten-thirty, the evening of Labor Day. I have just finished having a very large time every moment since three-thirty last Saturday afternoon.

The big boss is a real human being—100 per cent good. When he loaned me his car for an outing I thanked him perfunctorily, as I imagined it would be like hundreds of mild joy rides I have had in the past. But I got the family and put it up to George Washington Lee to show us the country. George is the tall tar baby that drives the car. He suggested Moon Lake.

I had never heard of Moon Lake, but Jane was agreeable, so we told him to go ahead. We arrived there at seven-thirty, after a sixty-mile drive. I won't attempt to describe it. I have never read anything in books that would do it justice. It is the most beautiful spot in the universe—all wild country—sparkling little lake—big hotel, or lodge, as they call it, and the best eats in all the land.

It was a great outing for us—just what I needed to freshen me up. I must thank the chief again to-morrow and tell him about the trip.

\* \* \*

Tuesday—The whole country must have knocked off Saturday and Monday. This is the slackest day since I have been on this job. Reddy is kicking because there were no big orders. He fired a hot letter to the salesmen. It will make all of them jump, and a few will get sore.

Everything was easy for me. My work was cleaned up by noon. To-day is my birthday. It also came easily and quickly. Andy Tolleson, our advertising agent and my pal, came in at noon to extend his felicitations and take me to lunch. A minute later there entered a splendid-looking patriarch of sixty or more—an advertising man—in long coat and silk hat.

The stranger proved to be Col. Mapleton Woods, the oldest "advertising expert" in Jaynesburg. He was a stranger to me, but Andy knows him intimately. The Colonel informed us that he has the exclusive advertising privileges on a new contraption known as the unicycle. He showed us the photographs. It is a great single wheel with a gear on the inside of the rim and the seat and motor hung off the axis. The weight of the rider and motor and the operation of the propeller in front gives it the forward motion. The machine is steered by a large triangular rudder in the rear.

The Colonel offered me the space on one side of the rudder on the first six machines. He warmed up to his subject, consumed a few cloves, removed his silk hat, put one arm over my shoulder, and began to plead. I said "NO." Then he began to whine, and I realized that he was spifflicated—pickled. His breath proved it.

"My dear, dear boy—hic," wailed the Colonel. "I w-want-hic-the Creshent Stoven Rangh Cumny on zis un-hic-cicle. The Malzby Brew-hic-in Cumny wanted both shides, but I shaid never in sousand years. Don't want nozzin' do wiz brewry."

Andy and I simply yelled. The old man was insulted. He left. Andy said he had been trying to

## 100,000 Class Circulation \$100 per Page

With the October, 1914, issue the Advertising Rate of AMERICAN MOTHERHOOD will be advanced to \$100 a page flat, based on a guarantee of 100,000 bona fide paid circulation. Halves and quarters pro rata—line rate 50c.

No orders will be accepted at the present rate of \$80 per page for insertion beyond the SEPTEMBER, 1914, issue.

### The steady Circulation Growth of AMERICAN MOTHERHOOD

March	1, 1909,	50,000
March	1, 1910,	60,000
November	1, 1910,	70,000
November	1, 1912,	80,000
August	1, 1913,	90,000

This remarkably consistent increase is due, not to the "purchase" of circulation, or any forced premium or canvassing scheme, but to the gradual and growing recognition by American Mothers that this magazine is almost indispensable in the home and family life.

WALTER C. KIMBALL, Inc.

*Advertising Managers*

Nelson J. Peabody, Western Mgr.  
110 S. Dearborn St.  
Chicago

Paul W. Minnick, Eastern Mgr.  
432 Fourth Avenue  
New York



On January 1, 1913,

# James F. Ryan

Vice-President of the Taylor-Critchfield Company and previously for fourteen years a member of the Lord & Thomas organization, purchased

## The Johnson Advertising Corporation

a small agency of excellent reputation and a name for painstaking service.

All those customers with whom Mr. Ryan had personal relations during his former connections chose to give their business to his new organization—a noteworthy tribute to his dependability and the value of his long and varied experience.

## The Johnson Advertising Corporation

### Chicago

J. F. RYAN, President.

C. F. W. NICHOLS, Secretary.

B. J. MULLANEY, Treasurer.

sell his unicycle scheme for ten years. Large sums have been advanced to complete the invention, but the first machine has not yet appeared on our streets. The proposition looks plausible, but it is a gold brick in new form.

To-day's mail brought one of the funniest requests I have ever received. I had a good laugh over it, and I smile every time I think of my reply. It came from a large manufacturer of cover papers. I must keep a record of it. It was worded about as follows:

I want to make the members of your company acquainted with our cover papers. I believe that when they see the kind of paper we are producing and the quality of same you will use our papers on all your booklets and catalogues. Please give me the names and addresses of those who may be interested and we will send each of them a beautiful portfolio.

My reply to this very politic and diplomatic attempt at salesmanship on paper was as follows:

The only person in this company who is at all interested in cover papers or likely to be is the writer. One portfolio will do. Kindly send it to my address and oblige.

Wednesday—If a man agrees with you he is a wise man. If he doesn't he is a fool. Some men won't believe a thing because they haven't experienced it personally. They doubt that Washington crossed the Delaware, because they did not see him do it. Yet these same unbelievers will give a ready ear to the theory that a man over forty is a candidate for euthanasia.

Such a man is Mr. Smithers, one of our vice-presidents, who has earned a fat salary for some years by filling the job of purchasing agent. He is now fifty-three years young and worth a million. Six months ago he decided to retire. The man hired to fill his place is Harry Clay, forty-four years old and a mighty live wire.

This morning Smithers requested a comparative statement of costs of 16-gauge sheet steel for the last six months as against the same period a year ago. When Smithers saw an advance of a

half-cent over a year ago he almost threw a fit. He raved and stormed, and declared there had been no reason for an advance. Finally he tied the can to Harry.

Harry figured it all out and returned to Smithers to explain. He got sneck-possett for his trouble. Then he came to me with his story of injustice and favoritism. Smithers had insisted that orders for sheet steel of certain grades be given to mills we had been patronizing for many years. These mills were in a rut. They had not improved their methods or cut their costs, but other mills had, and Harry knew it.

I like Harry immensely, but his weakness got me a little bit peeved. He should have told Smithers three months ago to let him be the buyer or get another man to fill the place. I bawled him out because he didn't. Then I made a bee-line for Smithers' office to get Harry straight.

"We must make a change. Mr. Hawkins," said Smithers after I inquired the cause of the trouble. "Mr. Clay is a nice, conscientious man, but he is a little too set in his ways to make a good purchasing agent. He isn't active enough, and that means that his mind operates slowly. He is paying more for 16 steel than I paid for it. I want somebody who can buy it for less. We need a younger man—someone who can get a move on. Why, even at my age I am more active than Clay. When I go through the office everybody knows I'm on the way."

Gosh, what a man! Here was one of the officers of our company talking in a manner that made me want to laugh. I didn't yield to this impulse, however, which was very fortunate for me. I asked permission to sit down for a few minutes and talk it over.

"You will remember our argument about advertising in the *Daily Journal* a few weeks ago, Mr. Smithers," and he nodded. "Well, I am as sure of my ground to-day as I was then. When you discharged Clay this morning he

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## Timeliness!

To catch the purchaser at the right time; to suggest "right on the spot" the qualities that make **your** product desirable; to give him your telephone number and say "Call me"—that is the mission of an advertisement in the

## New York City Telephone Directory

Your advertisement has over 2,000,000 chances every day to do just that, among the **real buyers**—telephone subscribers.

Are you posted on present-day Telephone Directory Advertising?

Advertising forms for the winter issue close  
October 11th.

Telephone, write or call

## New York Telephone Co.

Directory Advertising Department  
Telephone Cortlandt 12000.

25 Dey Street New York

---

went to his desk and gathered up his specifications and estimates from a half-dozen mills that have been eager for our business on a new basis—a plan that you would never consider because you did not believe in it. You could not possibly believe in it, because you would not listen to the proposition. Clay returned to your office determined to make you see the new plan, but you shut the door in his face.

"Now, Mr. Smithers, here's the situation. You have never ceased to be purchasing agent for a single moment. Clay is a level-headed man of sound judgment—an experienced buyer in our line. Everything went smoothly until he bought his first lot of that 16 steel. He came into your office one day with a new proposition—a lower price than we had been paying. You ordered him to forget it and place the business with the Ajax people, who have been supplying us with this steel for the past seven years. I was sitting here at the time.

"It seems to me, Mr. Smithers, that you have grown old with the Ajax people. They haven't changed their methods and neither have you. Your instructions to Clay have been so positive that he couldn't do otherwise than obey. I know positively that he can buy the same grade of steel furnished by the Ajax people for an eighth of a cent less than the lowest price you have paid the last three years.

"You suggest getting a younger man. You want a man who will go through the office like a cyclone. You can find lots of that kind. Their enthusiasm is boundless, and sometimes it gets the best of their judgment. I would want to take a young man in as assistant and train him for several years. If you could do this and then go away and leave him in charge of the buying you would have a winner. Put some of the young, immature young chaps in charge of your purchasing department and they would be like the green fruit that gives you the bellyache every time you look at it.

"Furthermore, you want to retire. Would you be willing to go to Europe for six months and leave this department in charge of a piece of green fruit? Would you trust a man of twenty-five or thirty to buy two million dollars' worth of raw materials? Think it over, Mr. Smithers, and you will keep Harry Clay on the job. Remember that the fiery forties represent the period of great achievement in the lives of most men. When I reach forty I shall feel that I am just ready to begin cashing in on my past experience. Clay is forty-four, and he is good for fifteen years of magnificent work. He has all the courage and loyalty this company needs. He is sound, ripe fruit."

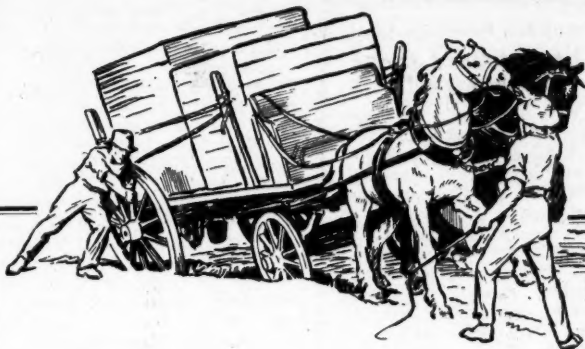
I left his office without giving him time to reply. Late this afternoon Harry joyfully informed me that Mr. Smithers had decided to give him another trial.

\* \* \*

Thursday—I came to the office this morning wondering whether I had been wise in taking Harry Clay's part yesterday. I thought that Mr. Smithers was an old, foolish boy, and he probably considered me a meddling upstart, but later in the day he announced that he would sail with his family on the fifteenth for a six months' tour of Europe. So after all we are neither wise nor foolish, but just ordinary, reasonable men.

The most consoling deduction from yesterday's experience is that age doesn't count for as much as performance. It's what a man does that makes or breaks him. Grant Bates, our star salesman, is past middle age. The second man on the list is twenty-four. No. 90, the booby salesman, is twenty-eight. He has been on the road for six years, and has a dandy territory. No. 89, the second man from the bottom, also has a good territory, and he has been selling stoves for forty years. So you see, little diary, it isn't the years that count, after all. It's what the years have taught a man.

Thursday is a quiet day for me. I'll go home on time.



## Get out of it

The only difference between  
a RUT and a GRAVE is  
the Length and Breadth

You can't hold your trade by last year's methods, give them selling helps that are this year's styles.

### ADVERTISING SLIDES

(FOR MOVING PICTURE THEATRES)

as we turn them out, will prove a booster for any line of business.

Write us and we will tell you a few things about slides that most Sales Managers can profit by.

*May we tell you how little a Motion Picture Film would cost, which would drive home better than any salesman, the strong selling points of your product? We have a machine, handy enough for a salesman to carry with him and exhibit your film in any prospect's office, bringing your factory to your customer; and remember—seeing is believing!*

**HAROLD IVES COMPANY, Inc.**  
METROPOLITAN LIFE BLDG., NEW YORK

*Written by a Purchasing Agent*

## **I have stopped trying to fool myself!**

Was a time, in my younger days, when "Price" was King. To cut a half-cent from the standard price was my idea of earning a small salary.

I thought I was putting it all over the salesmen, but of course I was only fooling myself. For the goods were always a half-cent shy on quality—or worse. Was I praised by the Boss? I was not. On the contrary, I was damned by the whole works.

Now I buy standard goods—and get them.

By "standard" I mean not necessarily the highest-priced stuff, but goods which are best adapted to the purpose for which they are made and which are so uniform in quality that the manufacturer dares to identify them with his trademark.

My standard paper for letterheads, office and factory forms, price lists, etc., is Hammermill Bond. It is an economical paper which is always uniformly strong, clear of surface, and with a "quality rattle". Above all, it is water-marked. That water-mark is a guarantee—it is all the assurance I want that I will get exactly what I pay for. And I always pay the same price—less than 9 cents a pound.

Yours faithfully,

A Purchasing Agent.

P. S.—I advise you to send for their new book, "The Signal System."

Hammermill Paper Co., Erie, Pa.

Makers of

# **HAMMERMILL BOND**

"The Utility Business Paper"

This has been a busy Friday. My desk is cluttered up with letters from something like fifty of our salesmen, who want more information about our farm paper advertising. It is very evident that they remember only about one-fourth of what we tried to give them while they were in the house.

General advertising in publications is new to most of our men, therefore it looks like I will have to work as hard to sell them farm papers as they work to sell Crescent stoves and ranges to some of the obstinate dealers who are handling Favorite goods.

Our Cake Contest is pulling like a twenty-mule team. When we close it I am going to tell it. Maybe my advertising friends will be interested in the story.

Saturday noon and I am all finished for the week. It makes me feel mighty good to leave a clean slate and go home with a clear conscience. I haven't cussed anybody this week—haven't been bilious, and I haven't seen any grouches.

But one thing sure, our boys on the road need a big stimulant out of the advertising bottle. We'll let 'em have it next week. Until then, *adios*.

(To be continued.)

## **Red Roosters Open Their Season**

The first monthly luncheon this season of the Red Roosters was held at the LaSalle Hotel, Chicago, September 17.

Twenty-four members were in attendance. Arthur Brisbane, of the New York Journal, was the principal speaker. William Woodhead, George W. Coleman and S. C. Dobbs followed Mr. Brisbane with talks on the higher ideals of advertising service and good fellowship, as exemplified in the creed of the Red Roosters.

Stanley Clague, F. H. Ralsten, A. C. G. Hammesfahr, G. H. E. Hawkins, Geo. D. Buckley and Guy Osborne were the other speakers. William H. Rankin presided.

## **Burris Joins Ebersson Paint Co.**

S. S. Burris, formerly sales manager of the Detroit White Lead & Color Company, has become manager of sales and promotion for the Ebersson Paint Company, St. Louis. Mr. Burris, who was for ten years with the Sherwin-Williams Company, recently became a stockholder in the Ebersson Company.

## Would Compel Street Address on Stationery

According to the *New York Times*, Postmaster Campbell, of Chicago, will lay great stress in his next report on the necessity for some action being taken to compel business firms to use street addresses on their stationery and in their advertising. He wants an order issued by the Postmaster-General to that effect. Forty per cent of the mail matter handled at the Chicago post-office is claimed to be insufficiently addressed, causing an extra expense of \$250,000 annually. An investigation shows that over 1,000 Chicago firms merely use "Chicago" as a mailing address, the idea being that it conveys the impression that the firm is so well known that no other address is necessary.

## Ad Clubs Prepare for Affiliation Meeting

Several clubs have had meetings preliminary to the affiliation meeting in Cleveland on October 11.

The Buffalo Ad Club met on September 27 at the Lafayette Hotel. Speakers were M. A. Pollock, of the Rochester Ad Club; H. A. Jones, of the Detroit Adcraft Club, and P. E. Ryan, of the Cleveland Advertising Club.

At a similar meeting in Cleveland 132 were present and in Rochester 110 turned out to stir up affiliation enthusiasm.

## Roberts & MacAvinche Activities

Orders for the Sears, Roebuck & Company advertising, which will appear in agricultural papers, are being sent out by Roberts & MacAvinche, of Chicago. Roberts & MacAvinche are also sending out orders and increasing the appropriations in the United States and Canada for the Cluett, Peabody & Co. advertising in newspapers.

## To Discuss Artistic Posters

Dr. James P. Haney, director of art in the New York High Schools, will speak on the need for artistic outdoor advertising at the annual meeting of the Municipal Art Society, to be held at the National Arts Club on the evening of October 8. Dr. Haney just returned from a European trip where he studied the advance made in artistic posting during the last few years.

## Sloan with La Follette's

H. A. Sloan, for several years circulation manager of *Farm Life*, Spencer, Ind., is now business manager of *La Follette's Weekly*, published at Madison, Wis., by the Robt. M. La Follette Company.

T. B. Pratt and T. S. Trebell have started an advertising agency in New York. It will be known as the Trebell & Pratt Agency, Inc.

# The Advertiser's Fondest Dream

never included anything better than an every-copy-to-a-family circulation.

*That is exactly The Youth's Companion circulation—EVERY COPY FINDS FIVE.*

*And 60 per cent. of its readers are adults.*

---

"Every Wednesday morning I meet one of your oldest subscribers, Mr. — of this place—as eager to get his Companion as I am mine. You ask 'Why?'—so do I."

---

## THE YOUTH'S COMPANION

Perry Mason Company, Publishers  
201 Columbus Avenue, Boston, Mass.

New York Office:  
910 Flatiron Building

Chicago Office:  
192 South Michigan Boulevard

## Practical Ad Meetings Planned for Fall

Plans Made by Technical publicity Association, The Sphinx Club, the Ad Men's League and Others Show a Distinct Effort to Secure "Brass Tacks" Features—  
Dates of the Opening Sessions

**N**EXT week the advertising clubs and other organizations, designed to furnish aid for the advertising man outside of his business hours, get down to real work for the 1913-1914 season. While some of the organizations do not have their first meetings during this particular week, still preparations are far enough advanced so the advertising man can form a pretty good opinion of what is to be served to him during some of the fall and winter evenings.

In New York, the Technical Publicity Association starts the ball rolling with its meeting at the Martinique Hotel on the evening of October 9. To this opening session has been given the title "How to Promote the Sale of a Technical Product through Dealers." Subjects and the various men to whom they have been assigned are as follows:

"How to Equip and Operate a Direct Mailing Department," H. L. Bean, New York manager, Addressograph Company; "Reaching Consumers of Technical Products," Louis Pelletier, Eastern manager, Machinery; "Where to Find Forty-nine Million Undiscovered Prospects," Wallace C. Richardson, president, Wallace C. Richardson, Inc.; "How to Reach and Obtain Dealers," Geo. H. Griffiths, manager, *Hardware Age*; "What Advertisers Can Do to Help Their Dealers," Carroll H. Dunning, president, Displays Company; "How to Get and Hold Dealers," Albert Zimmerman, an ex-hardware merchant (New Britain, Conn.); "The Part Newspapers Play in Selling Technical Products," C. T. Logan, S. C. Beckwith Special Agency; "Window Trimming," Roy F. Soule, editor, *Hardware Age*; "Billboard Advertising," Donald G. Ross, president, Associated Bill Posters and Distributors' Protective Company.

It can be seen that a prominent characteristic of this programme is practicability. In speaking of it R. S. Scarburgh, advertising manager of the New York Tele-

phone Company, who was prominently connected with the working out of the T. P. A.'s policy for the season, said:

"The general idea for the winter is to have meetings similar to the one scheduled for October 9, and at those meetings to confine ourselves, not to theoretical discussions, but to the study of methods whereby we can increase the sale of our goods. In order to get the best thought on these subjects we intend to ask men who are leaders in the different branches of work to tell us of their actual experiences. What we will try to do this winter is to make our meetings practical."

Next in order of the October meetings is the opening one of The Sphinx Club which will be held in the Astor Gallery of the Waldorf-Astoria on Tuesday evening, October 14. It will be newspaper men's night and the city editors of all of the New York newspapers have been invited to attend. R. H. Grant, of the sales department of the National Cash Register Company, will be the speaker of the evening.

Justin McCarthy, Jr., advertising manager of Abraham & Straus, who is secretary of The Sphinx Club, outlined the club's policy the other day. Mr. McCarthy said that during the coming season set speeches will be limited to one for each meeting, following which it is planned to hold lively and worth-while discussions. It is hoped these discussions will take on the nature of a members' forum and many helpful ideas will be liberated as a result.

The opening meeting of the Advertising Men's League of New York, Inc., was originally set for October 2, but in order to keep the meetings from falling too close to that of the T. P. A., to which members of the Ad Men's League have been invited, the ad club has set its opening for Thursday evening, October 16. The feature will be a mock court of impeachment in which the vigilance movement will be on trial. Several objections to vigilance work which have been received during the past year will be read before the



## 25,000 Rugs Sold in Two Days Through New York Sunday Newspaper Advertisement

**A**DVERTISERS who do not realize the tremendous force of newspaper advertising to sell goods will marvel at this headline.

But there is nothing marvelous about it.

Read the facts as told by the advertiser—Gimbel Brothers, New York, in last week's DRY GOODS ECONOMIST:

Mr. A. D. Raynor, Buyer of Floor Coverings and Furniture, tells the story: There were 25,639 rugs and 8,182 yards of carpet, ten car loads, seventy big truck loads.

Says Mr. Raynor, "Midsummer is not ordinarily the time for taking in a quantity of summer rugs. \* \* \* But we planned the ads for the Sunday papers, using a space four columns in width and about the same in depth." The ads appeared August 10th. "At the end of the first day, Monday, there was not much left of the original lot. The second day we practically cleaned them out."

Two papers carried the burden of this sale and got the credit. Naturally the leader was

## —The New York World—

which carries more advertising each year and each month than any other New York newspaper. Ask us for the figures.

## Printers' Ink Wants to Know

what agencies (like Ayer, Seaman, Presbrey, Mahin, Gould, Federal, C. C. Chapman, Lesan, etc.,) have complete files of **PRINTERS' INK** for some years back.

Out-of-town advertisers frequently ask us where they can find Bound Volumes of **Printers' Ink** so that they can look up subjects in which they are specially interested.

Agencies and others who preserve complete files and are willing to accommodate such inquirers will please communicate with

**Research Department**

## **Printers' Ink**

12 W. 31st St., New York

court. These arraignments are sure to provoke discussions of the sort which will clear up many points in regard to the vigilance movement. Prominent outsiders will be secured to discuss vigilance work. Invitations which will be issued for this "impeachment" meeting will be made up in the form of a summons to a court of impeachment.

Along with the opening sessions of the clubs come the announcements of various courses to be given during the winter by Y. M. C. A.'s, schools, etc., all of which plan to help the advertising man in his work.

A typical course is that announced by the Twenty-third street branch of the Y. M. C. A. The first Y. M. C. A. course in advertising in the world, it is claimed, was given by this branch, and the experience which the association has gained since it started the work in October, 1905, is reflected in many of the practical subjects assigned to the speakers. Frank LeRoy Blanchard, editor of *The Editor and Publisher*, is instructor for the season of 1913-1914, and H. W. Doremus, of the Doremus & Morse Agency, is assistant instructor.

The first lecture of the course, "Opportunities for Young Men in the Advertising Field," will be given by Mr. Blanchard on Wednesday evening, October 8. Other lectures and the dates on which they will be given are as follows:

October 15—"Fundamental Principles of Ad Writing," Mr. Blanchard. October 22—"Practical Suggestions on the Preparation of Advertising Copy," Gerald B. Wadsworth, president of the Eastern Division. Associated Advertising Clubs of America. October 29—"On the Use and Character of Illustrations," Will N. Bradley. November 5—"Typography in Its Relation to Advertising," George French, author of "Printing in Relation to Graphic Art," November 12—"What the Ad Man Should Know About Paper," C. D. Jacobs; "What the Advertiser Should Know About Printing," H. H. Cooke, of the firm of William Green. November 19—"Point Making in Advertising," Marquis Regan, of the H. E. Lesan Agency. November 26—"Advertising in Its Relation to Distribution," H. C. Brown, advertising manager of the Victor Talking Machine Company. December 3—"Newspaper Advertising," Don C. Seitz, business manager of the New York World. December 10—"Outdoor Advertising:

Its Cost and Appeal," H. J. Mahin, of the O. J. Gude Company; "Trade and Class Paper Advertising," S. E. Leith, special representative Associated Farm Papers. December 17—"Magazine Advertising," Richard H. Waldo, advertising manager, *Good Housekeeping Magazine*. January 7—"The Place of Supplementary Mediums in Advertising," Lewellyn E. Pratt, of the Passaic Metal Ware Company. January 14—"Mail-Order Advertising," Mr. Blanchard. January 21—"Dishonest Advertising," Harry D. Robbins, advertising manager of N. W. Harris & Co. January 28—"On the Selection of Advertising Mediums," J. B. Comstock, advertising manager of P. & F. Corbin. February 4—"Functions of the Advertising Agent and the Advertising Manager," Leroy Fairman, of the J. Walter Thompson Company. February 11—"Relation of the Advertising to the Sales Department," Robert Wentworth Floyd, of the *Woman's World*. February 18—"The Merchandising Policy Behind the Advertising Plan," Robert Tinsman, president of the Federal Advertising Agency. February 25—"Building a Selling Campaign Through Advertising," Earnest Elmo Calkins, of Calkins & Holden, advertising agents. March 4—"The Efficiency of Personality," Harry Tipper, advertising manager, the Texas Company. March 11—"Mental Domination," Thomas Dockrell, advertising counsellor. March 18—"Principles of Successful Solicitation," Col. Eugene L. Markey, sales manager, the Duplex Printing Press Company. March 25—"The Kind of Man Who Succeeds in the Advertising Field," Henry D. Wilson, advertising manager, *Cosmopolitan Magazine*. April 2—"Annual Dinner of Advertising Course Graduates; speakers, Herbert N. Casson, of the H. K. McCann Company, and others.

### Hunt and Brown Join Mitchell Publications

Munson Hunt has resigned as advertising manager of Smith, Gray & Co. (clothiers), New York, to take charge of a special service department in connection with the various fashion publications issued by the John J. Mitchell Company, New York.

W. H. Brown, formerly of the Home Pattern Company and later circulation and promotion manager of the Class Journal Company, has been made circulation manager of the Mitchell publications.

### Graff Becomes Publisher

George E. Graff, manager of The Sun and News Publishing Company, of Williamsport, Pa., last week announced that he had acquired control of the company and will be responsible hereafter for the policy pursued in the newspapers published by it, which are the *Daily Sun* and *Tri-Weekly Sun and Banner*.

The M. P. Gould Company, of New York City, will handle the future advertising of the Locomobile.

## "Never Judge a Book by its Cover"

—but often by the cover can you judge the quality of a magazine's circulation.

There is a close relationship between the cost of production and the quality of a magazine's circulation.

A shabbily dressed magazine has as much chance to enter the homes of the cultured and wealthy as a shabbily dressed stranger.

The Theatre Magazine enjoys a permanent entree into the homes of America's elite. If you have goods to sell to the luxury-loving, play-going public, *it is the right medium for you.*

The Theatre Magazine carries your message directly to the right people and backs up your statements with the full strength of an ever-growing prestige.

## The Theatre Magazine

New York  
8-14 West 38th Street

Chicago  
GODSO & BANGHART  
Harris Trust Bldg.

Boston  
H. D. CUSHING  
24 Milk Street

Publishers also of L'Art de la Mode

## The Kind of Advertising the Auto Truck Needs

First, Men Who Can Analyze Transportation Problems—To Counteract the Inertia of the "Horse-Brought-Up" Mind—An Educational Problem on Which All Should Unite

By Rollin W. Hutchinson, Jr.,  
M.E.

Publicity Engineer, Commercial Car Division, Packard Motor Car Co.,  
Detroit

IT is the strangest of the paradoxes of the motor truck industry that achievers of superb success in other fields of endeavor, men of undoubted business acumen, have been unable to solve successfully the superlatively hard problems of this perplexing industry. From the "old man" to the office boy there has been a difficulty in securing men of the needed peculiar make-up for both the executive and sales departments.

Many auto truck builders are still singularly indifferent or actually hostile to the fact that commercial engineering ability is the prime requisite for a successful freight vehicle salesman. Salesmen with the most superficial knowledge of internal and external transportation methods are stultifying their employers in the eyes of shrewd business men because of their ignorance concerning the cost of haulage and delivery, and the conditions surrounding delivery methods. Few indeed are the auto truck salesmen who are acquainted with economical loading methods and the routing of merchandise. Talking "truck technique" rather than "transportation technique" is the rock on which most salesmen's bark of hope is wrecked. Manufacturers are not training their salesmen to develop into transportation engineers, as they must in these infantile days of the industry. Unless the salesman can show his prospect approximately the expenses of his horse-drawn haulage as compared with the truck in the same place, the prospect's preju-

dice against what he naturally regards as an excessively high-priced means of transportation is not overcome.

Transportation research and cost bureaus in the majority of truck-builders' plants are conspicuous by their absence; in the few cases where they exist they are poorly equipped and hardly worthy of the name. The shortsighted view that they are non-productive departments has militated against their proper development. A certain large manufacturer's transportation cost department, inadequately conducted, added \$300,000 in business for 1912 through its comparative cost analyses for the general sales department. It has recently been abolished.

### SOME COMMERCIAL SHORTCOMINGS

The lack of co-ordination between the sales and advertising departments is even more absurd and shortsighted. In these years of close application to advertising problems, the author has found few auto truck salesmen who really had definite, forceful ideas as to how the advertising of auto trucks should develop "prospects," and how the sales and advertising departments should co-ordinate to close these prospects into orders. Only in a few of the larger companies do advertising departments exist at all, and barely six of the larger manufacturers have conducted advertising campaigns in a systematic and fairly continuous manner for even six months at a time. Obviously there can be little co-ordination of the two departments, as in seven-eighths of the companies the specious, sporadic advertising done is written by the sales manager (sometimes) but generally by Violet Veriswell (his stenographer), in collaboration with the sweet-smiling space salesman of *The Motor Cosmos*; one of the baker's dozen or so motor trade journals which carry the only advertising (except a limited amount of direct advertising) done by probably five-sixths of the manufacturers.

The average motor truck salesman is therefore either apathetic

## **I Am Looking for a New and Bigger Connection as Advertising or Sales Manager**

**Performance** I have had ten years of  
**Facts** unusual success as advertising manager, during which time I solved some of the most difficult advertising and sales problems, increasing my employer's business more than a million dollars in a single year. In this position, as in the one previous, I prepared the copy, selected the mediums, planned and carried out the entire selling campaign. I believe my experience—my many years of unusual success—my past performances entitle me to a bigger and better connection than I have ever had before—that's why I seek it—abundant proof will be submitted at first interview.

**Personal** I am thirty-four years of age  
**Facts** and married.

I wish to make a big permanent connection with the idea of ultimately becoming financially interested in the business.

Interested parties desiring to meet me by appointment, or desiring an interview in their place of business in any part of the country will kindly address me as follows:

**Big Connection, 1119 Advertising Building  
Chicago, Ill.**

*"He had no chance to win, because his campaign had no local point upon which it was focused."*—Garrison in *Printers' Ink*.

## Give a Local Point to Your National Campaigns

Take these six northern states for a tryout market, put your salesmen in here—get as near 100 per cent distribution as is possible and the campaign will quickly prove itself.

Your copy in the

## Local Daily Newspapers Of New England

will soon win a market for you, if the goods and prices are right. The local daily has the confidence of the readers, and the dealers will rise to the occasion with profit to you.

If all of New England is too big for you—though it should not be—make your campaign in these ten papers that dominate in their cities.

<i>Worcester, Mass., Gazette</i>	<i>Meriden, Ct., Record</i>
<i>Springfield, Mass., Union</i>	<i>Burlington, Vt., Free Press</i>
<i>Salem, Mass., News</i>	<i>New Haven, Ct., Register</i>
<i>New Bedford</i> <small>Standard and Mercury</small>	<i>Waterbury, Ct., Republican</i>
<i>Lynn, Mass., Item</i>	<i>Portland, Me., Express</i>

or actually hostile to the idea that printers' ink (except in the form of direct advertising) is of value to him, because it has not been proved as yet by any auto truck manufacturer just what force advertising is in creating a favorable atmosphere for the sales force to work in. The only manufacturer who has carried on a sufficiently broad campaign to reach the greatest possible number of potential prospects ran his campaign for about sixteen months. Even with the modest appropriation expended, direct inquiries (written) and "floor" inquiries at his branch distributing points aggregated 6,100. Such a return, considering that probably but 2 per cent of the public has either the need or the means to buy auto trucks, ought to be fairly satisfactory proof that motor trucks are not "a peculiar institution that cannot be advertised auspiciously in public prints", as a director of a certain auto truck company expressed himself to the writer.

Most of the real salesmen in the auto truck business will readily grant that advertising is a power in eliminating the hostility of their prospects, but there are few that have positive convictions as to the policy, or kind of "copy" that helps to "put over" the sale.

As uncertain as the winner of next year's baseball pennant is the kind of advertising for auto trucks that gets the best returns. Transportation of all kinds has three stages—the romantic, the useful and the indispensable. The common carriers—railroads and steamships—have demonstrated this. The aeroplane, for example, is now in the romantic stage; the bicycle has reached the useful. The motor truck has also progressed as far as the useful stage, but in such a short period of time that the general public has not been educated to regard it in such a light. We are selling something that the public has not been taught to think of as a necessity. The great mass of the public is indifferent to motor transportation. As Herbert N. Casson tersely says: "The United States has grown up with horses. It is ac-

## A Known Result-Giver

with the largest and best circulation in Connecticut's greatest city. The

# New Haven Register

may always be depended upon to give *results*. To advertise in Connecticut begin in New Haven, which has more life, gimp, sparkle, money and go than any other Connecticut city.

The REGISTER is read by the masses—carries more classified than any other daily in the state.

The REGISTER is read by the classes—recognized leader, socially, politically and in News Enterprises.

Sells for 2 cents and maintains the lead on its merits.

*JULIUS MATHEWS, Representative.*

## ADVERTISING SALESMEN WANTED

The Knapp Company has several openings for ambitious young men. Applicants who have sold goods and studied advertising will be given preference.

State experience and qualifications in writing. Send photograph and three business references. All communications strictly confidential.

Address, Sales Manager, The Knapp Company, 52 East 19th Street, New York City.



## The Reduced Tariff!

It will soon go into effect. How will YOU, Mr. Manufacturer, meet the situation?

**INCREASE** your sales in **FOREIGN COUNTRIES**—that is your solution. Do a **MORE WORLD-WIDE BUSINESS.**

The day of localized selling is past. Every year widens the markets of the average manufacturer.

We will help YOU get your share of export business. Our services are now used successfully by 700 manufacturers. Drop us a line for particulars.

**American Exporter**

135 William Street, New York



NOTE  
THE  
INDIVIDUAL  
NAME

An Open Sesame to Increased Business

### THE SERVICE MEMO CALENDAR

Stimulates Trade. Produces New Business.  
Promotes Good-will.

It puts your proposition before any man you want to reach and does it effectively. Day in and day out it's working for YOU. There's nothing like it. IT'S NEW and very personal. We knew what you wanted so we produced it. Your client's name on each calendar. Your selling talks printed in red—size 3x4 (one each week) 52 in all. Your ad on brass plate on front of calendar a constant reminder. Put up complete, ready for mailing, at very low price. Sample prepaid \$1.00.

**THE GOODLINE MFG. CO.**  
Goodline Building Kent, O.

customed to horse plows and horse wagons. In short, the horse owner has horse in his brain; and it is therefore a slow and difficult matter to move him from the horse habit to the engine habit." Then by all principles of logic, philosophy and psychology, educational advertising to make the public ready for the new machines that have been invented to take the place of the horse, would appear to be the only kind of advertising that can relieve the auto truck industry of its present anæmic advance. Educational advertising that tends to develop faith and confidence; to relieve the human mind from the "horse idea"; to persuade men to stop thinking in terms of horse units and clinging to horse ideals, has made only a feeble start.

The only educational advertising that has stood out from the monotonous similarity and confusing chorus of mechanical construction, manufacturing facilities, biggest builder in the world, performance, sales records, repeat orders, price, exaggerated claims of efficiency, durability, economy, new models, gasoline and oil consumption, cost data statistics, ton-mile cost, etc., and in the writer's judgment approaches the desideratum, has been that of the American Locomotive Company (Alco Trucks). But like most advertising campaigns it was too brief.

Seriously, how silly it is to waste costly space, effort and time in harping on the technique or other impersonal statements of motor trucks, when the great mass of the public is so ignorant about the how and why of motor transportation that only 55,000 of an immediately needed number of at least two million auto trucks are yet in service. Is it not reasonable to believe that with any product on which hardly one per cent of the potential market has been supplied, that the prejudice, inertia and what-not can only be wiped out with educational advertising? When a miller in Kalamazoo or a merchant in Keokuk has his stable killed by an epidemic of glanders, or his transportation is constantly proving inadequate to

the demands of his patrons, do fol-de-rol and over-his-head stuff do aught more than convince him that auto truck builders must resort to meaningless (to him) technicalities to have an excuse for offering him their products?

Even with a big advertising appropriation the task is no easy one. It calls for the combined efforts of the best brains of chief executives, advertising and selling executives—men of originality and great force, as well as hindsight, with the knowledge that nothing is more difficult than to move the mind to a new habit of thought. Says Daniel C. Fenner, president of the Motor Truck Club of New York: "I have no hesitancy in stating that the greatest retarding factor of the motor truck industry at this time is the extreme ignorance of the buying public, together with the failure of the manufacturer to appreciate the extent of this ignorance, and to provide the necessary education and assistance at the time of selection and installation. Neither the manufacturer nor purchaser can hope to attain immediate results. A great many of the conditions which are now unfavorable could be removed if both parties could be made to begin to realize these facts and to formulate their plans for the production and utilization of motor vehicles not for immediate results but for the purpose of establishing conditions which would promote ultimate results. . . . And if this work were properly planned and carried out neither the manufacturer nor the user would have to look very many years ahead for his reward. I have never seen but one installation of motor trucks which convinced me that the man who laid it out had motor vehicles solely in mind."

We read frequently in the *Evening Planet* and the *Morning Muck-raker* interviews with general and sales managers (prepared by J. Boucher Ballingford, their company's press agent) which say that "The educational period of the auto industry is over. From now on the premier difficulty with all high-grade manufacturers will be

# The Express Dominates IN PORTLAND Maine

Considerably larger circulation than all other Portland dailies combined.

Largest circulation of any Maine daily!

The Evening Express carries its great volume of advertising because it gives the advertiser better results for each dollar expended than any other Portland paper can give him.

*JULIUS MATHEWS, Representative.*

## Going through the advertising section of PHYSICAL CULTURE

for October, we count 157 keyed advertisements. 131 of these 157 keyed advertisements are "repeats."

We are proud to be able to say that the healthy growth of PHYSICAL CULTURE'S advertising section is founded on keyed advertising, thereby indicating an unusual interest and confidence in the advertising pages among the readers, and a buying capacity of considerable dimensions.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager

Chicago Office: People's Gas Building  
W. J. Macdonald, Manager

**September, 1913, Gains  
495 Lines Over Best Previous  
September Number**



**Newspaper Campaign  
For The Combined  
Y. M. C. A.'s of New York**

Created by **JOSEPH S. EDELMAN**  
Phone, 744 Cort.

## Expensive Catalogue Order Cancelled

We must therefore dispose of 6000 unfinished seal leather covers, made up to bind upright 6x9 catalogues—and about 14,000 pounds of linotype metal.

Catalogue houses, printers or binders can buy the lot or part of it, at an interesting figure.

Send for cover samples.

Address "O. N." Box 100,  
c/o PRINTERS' INK.

in keeping up with the orders. The Great Fakyer Auto Truck Co., Ltd., is now working twenty-four hours per day, and we are still eleventeen hundred trucks behind in 'our orders.' A few weeks since, at the time when the manufacturing schedule should have been at the highest rate of production, the writer went through one of the factories whose sales manager had recently published an interview of the variety quoted, and found six mechanics assembling three trucks in a room big enough to assemble thirty trucks of the "eleventeen hundred" they were behind in their orders.

It is true that in New York, Philadelphia, Boston, Chicago, Cleveland, and other cities of 200,000 and upward, there is a certain percentage of progressive business men who are more or less informed on the advantages of mechanical vehicle delivery. It is equally true that 60 per cent of the present market lies within a radius of one thousand miles of Manhattan City Hall. But I am speaking of the future market for motor trucks; the hundreds of interior cities of five to one hundred thousand, in some of ten thousand and larger a motor truck in which would attract as big a crowd as Barnum's Circus parade. This introduction of power wagons in the interior towns is a development which the industry should be cultivating *now* if with the prodigious competition any considerable number of factories ever expect to reach the condition of being actually "eleventeen hundred behind their orders."

Even with large (but judicious) investments in printers' ink the growth of the power wagon industry to even a near approach to the passenger auto business will be an attainment only probable within the next ten years. And it cannot be done even in that period without the power of publicity—educational publicity—not the present jargon of generalities, empty boasts, mechanical twaddle, but truthful, informative publicity to get the busy man thinking in terms of truck units. When this

big task is done it will be time enough to talk truck technique. To-day most truck manufacturers are trying to do the job backwards—the hardest and the longest way.

Some three years ago, under the urging of the powerful Edison illuminating companies, the electric pleasure and commercial vehicle builders, big and little, banded together under the corporate name of "The Electric Vehicle Association of America" to jointly promote the popularity of electric-driven, private service cars. An advertising campaign was conducted in magazines, newspapers and periodicals. The appropriation was large enough to buy sufficient space, and doubtless called considerable attention to the advantages of electric power for mechanically-operated vehicles. But what is really needed is a combined association of electric and gasoline truck builders under some corporate name to establish a big enough advertising fund to educate the public properly as to the superiorities of mechanical delivery. Such a "habit-changing" campaign would enable the auto truck industry to show a growth in the next five years such as no other mechanical industry in the world (except the passenger car) has duplicated. To-day only a few of the larger auto truck builders have a working capital large enough to advertise at all. Two-thirds of the advertising so far done has been done mainly for dealers in motor trade papers of small circulation.

There would be, I grant, some delicate problems in diplomacy to be worked out in the formation as well as operation of such a combined auto truck advertising campaign. Individual jealousies and rivalries would have to be conciliated. But the task is by no means hopeless, and its consummation is a vital need, particularly of the smaller manufacturers who are not able to do enough advertising to even make a ripple on the surface of the "horse-brought-up" mind.

Richard Washburn Child, the short-story writer, was the principal speaker at the meeting of the Old Colony Ad Men's Club in Boston, on September 17.

## Touches the Spots

High, Low, and Medium  
in

## WORCESTER

Massachusetts

There are more people in the city of Worcester who read the Gazette than read any other daily paper in that city.

The GAZETTE is Worcester's great evening paper—in circulation — News — Advertising and prestige. When you advertise in New England please see to it that the

## Evening Gazette

IS ON YOUR LIST

JULIUS MATHEWS, Representative.

The Chicago Record-Herald has the second *largest* circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the *first eight* morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

## THE CHICAGO RECORD-HERALD

## General Advertising of Life Insurance Urged

Advertising Manager of Philadelphia Daily Suggests Copy for Educational Campaign in Newspapers—Would Increase Agents' Earning Power—What Other Associations Have Done

THE plea made by several speakers at the annual convention of the National Association of Life Underwriters, held at Atlantic City recently, that something be done to educate the public as to the need for life insurance, seems to be meeting with the support of insurance agents everywhere. They agree that a general campaign along the line suggested would not only take a lot of kindergarten work off their shoulders, but would be the means of eliminating a lot of misery and suffering due to those who say life insurance is a game of chance.

One well-known agent said, "Some men take out a life-insurance policy with about the same feeling as they buy a ticket for a raffle. If one dies he wins, if he lives he loses. As a result the work of a life-insurance solicitor is materially increased. He has to start at the beginning and show the prospect what life insurance really is and why he can't afford to be without it for business reasons. Having to do all this 'educational' selling means time lost which could be used more profitably for closing other prospects." A universal campaign carried out by the association, or an attack made on public opinion by the joint action of a number of insurance companies at one time, would go a long way toward overcoming this condition—such seemed to be the feeling among the 2,000 delegates at the convention.

E. S. Edmondson, advertising manager of the Philadelphia *North American*, suggested a series of advertisements in newspapers which he believed would prove very satisfactory as educators. Three pieces of copy were written by Theodore E. Ash, who

also wrote the advertisements for the florists and electric vehicle interests who have been doing co-operative advertising in Philadelphia papers. Sheets showing the proposed advertisements were distributed in the convention hall.

The proposed advertisements are twelve inches, single column in size, and of the "solid text" style. The plan is to use a booklet called "A Primer of Life Insurance" as a foundation which would be mailed free by the "Life Insurance Educational Bureau, 56 Pine Street, New York." This booklet would tell all about life insurance, give valuable data on the many different kinds of policies and bring out their value to the policy-holder in a way which would "sell" him on the need of his carrying that policy. The book would, of course, be published by the association and would be an unbiased piece of literature from which a person could get clear and concise information on any insurance problem which was bothering him.

The appeal used in the ads themselves is a combination of sentiment and fact. The amount of money paid out in death claims is used as evidence of the value of insurance; the fact that twenty millions of people pay over a billion dollars annually for premiums is evidence that the judgment of the majority is in favor of carrying life insurance and that there is little speculation about it. Another line of copy is suggested in the use of the opinions of business men on life insurance.

There is no question in the minds of men familiar with the many peculiarities of the insurance business that the copy suggested by Mr. Edmondson would be effective and that it showed promising possibilities to tell some interesting truths about the value of life insurance to an individual, but the feeling seems to be that, unless some coherent and far-reaching action is taken by the interested parties—the agents and newspapers—it will not be possible to bring sufficient pressure to bear to put the movement into being.

# Sprague Electric System

OF

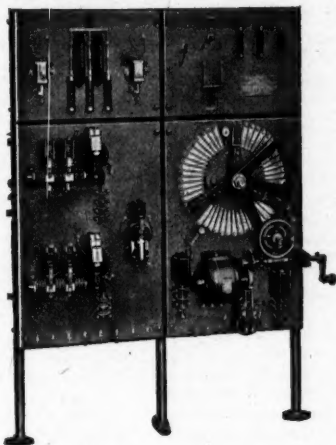
## Newspaper Press Control

FULL AUTOMATIC AND SEMI-AUTOMATIC TYPES

PUSH-BUTTON OPERATED

DIRECT CURRENT

ALTERNATING CURRENT



Controller for Two-Motor Drive  
Full Automatic Alternating Current

The Sprague Electric Works produces the entire system and has embodied in it the latest improvements in design and construction of motors and controllers.

The Sprague Electric Works has unequalled manufacturing facilities, the widest organization and a highly developed equipment for prompt service.

Sprague Electric experience is at your service.

Send for particulars and bulletin No. 28930.



# SPRAGUE

## ELECTRIC WORKS

Of General Electric Company

Main Offices: 527-531 West 34th Street, New York, N. Y.

BRANCH OFFICES:

Chicago  
AtlantaPhiladelphia  
San FranciscoBoston  
St. LouisBaltimore  
MilwaukeePittsburgh  
Seattle

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1080-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, OCTOBER 2, 1913

## **Electros with a Back-fire**

It is very nice for the advertiser to have his trade-mark or trade-character given wide publicity in his dealer's advertising, but it sometimes happens that an unscrupulous dealer will use electros of this kind to float untrade-marked and questionable products of his own.

For instance, in a recent issue of a magazine published co-operatively by the merchants of a small Michigan city there appear two bacon advertisements in which an electro of an advertiser's trade-character is used solely for the purpose of illustrating the ad. The products advertised were not the manufacturers' and from the nature of the copy it was evident that both of these were butchers who cured their own ham and bacon. A woman going to these stores, under the impression she was buying a nationally advertised bacon, would very probably be sold some home-cured meat, and if it did not give satisfaction the national advertiser would be

blamed as usual, without a chance to defend himself.

Of course there is less danger of this when the product is sold to the consumer in identifiable packages, but, nevertheless, the incident suggests that advertisers would do well to see to it that electrotypes of their trade-marks or trade-characters sent to dealers were coupled up with a line or two of copy that would prevent this sort of thing.

## **Boosting the Wooden Package**

Judging from reports in the trade press, the manufacturers of wooden packing cases are undecided whether to add the manufacture of fibre and corrugated paper packages as a side line, or to strike out boldly with an advertising campaign intended to convince the consumer of the superiority of wood. The state of indecision is so marked that the text pages of the leading publication in the package industry are full of discussion as to the necessity for the advertising campaign, while the advertising pages contain the announcements of the manufacturers of corrugated paper box machinery.

If advice from mere advertising men counts for anything, the National Association of Box Manufacturers might find it helpful to consult with a good advertising agency. Manufacturers of patent containers of one kind and another are using space to convince dealers and consumers of the advantages of their particular products, and we find the box manufacturers proposing to promote the use of wooden boxes by the exhibition method; by hiring space at conventions, business shows and the like, where they can display to an eager public photographs of the various steps in the making of a wooden package.

We ask the pardon of the box men for butting in like this, but the general public attendant upon conventions and business shows cares very little how a thing is made until it is convinced of the utility of the thing itself. Wooden boxes have "always been used,"



and have never been advertised because nobody seriously considered using anything else. Now other kinds of packing cases are being advertised, and the burden of proving its excuse for continued existence is put squarely upon the wooden box. In our opinion the thing for the box manufacturers to do is to convince handlers and distributors of goods that the wooden package will carry goods safer and protect them longer. Packers will heed a demand from their own customers much more quickly than they will listen to recommendations from box manufacturers, or look at a collection of planing mill photographs.

### **The Danger of Over- reaching**

Hardly a day goes by but what some glaring instance of advertising campaigns launched without sufficient preparation, or campaigns where the advertiser is overreaching himself—biting off more than he can chew, as it were—is not brought before the notice of the advertising world, by a tablet being erected in the hall of "might-have-been" campaigns.

One particular instance of this kind is suggested by the appearance in the New York papers of the advertisements of a certain office specialty concern, which a little over a year ago made a concentrated effort to break into the Chicago territory but almost broke up the company instead. This particular campaign we understand fizzled out because the company tried to overreach itself. Without making sure, these people went ahead advertising an appliance that they were not in a position to demonstrate satisfactorily, in fact it had not as yet been perfected experimentally, and what was worse their Chicago sales organization was not in a position to handle properly the prospects that their advertising would develop. To make matters even worse they allowed a competitor to come in and walk off with the one man who could make the campaign a go at the

very moment when his presence was essential.

Perhaps there is no other field where thorough preparedness, and a "stop, look and listen" policy is of such vital importance as it is in advertising.

### **Restraint in Advertising**

It is conceded by successful salesmen that "attitude" plays almost as important a part in the sale as the arguments used. In other words, a salesman who takes it for granted that the buyer knows all about the superiority of the goods he is selling, unconsciously influences the buyer to concede that point without argument. And the same often holds true in salesmanship in print. Many an otherwise strong piece of advertising is weakened by an over-indulgence in "reason-why" arguments. The attitude of appearing anxious for the prospect to buy is apt to arouse suspicion, as, for instance, the "fire sale" advertisement of a Grand street merchant.

An ounce of restraint is often worth a pound of "reason-why" arguments and all the "red-blooded appeals" in the world.

A case in point is that of a clothier with agencies and stores all over the world. His is an established house, a firm with a reputation built on continuous advertising. When the New York store of this concern received its new fall line, instead of breaking into adjectives and writing several pages of reasons why its clothes were best, it took this fact for granted and assumed that you knew all about it. The firm was appealing to an intelligent class of buyers whom it knew could not be moved by a high-keyed appeal. So the house contented itself with this brief letter:

When you think of fall clothes, I hope you will think of me.

Of course, I'm always at your service, but it would help a whole lot if you dropped in before the crowd gets started.

It would make your fall outfitting so easy.

Everything is ready now.

The letter was sent out over the

signature of the salesman who was interested in getting you to come into the store. The personal, suggestive appeal, and the refusal to be tempted to break into praise about the clothes show salesmanship of a very sensible kind. There is something about the letter which says: "I won't tell you about the clothes; you know, as does everybody, what they are."

There is no secret in the fact that the unusual letter quoted above emanates from Rogers Peet Company, conceded to be one of the wisest advertisers in the entire clothing trade.

### **Surface Criticism**

Everyone knows the advertising critic. He is conspicuous in all walks of life, and like the man who can run the Government better than the President, edit a paper better than the editor, and fight the battle better than the general in command, his criticisms, while often interesting and good meat for conversation, are generally laughable because the critic lacks the inside knowledge of conditions which one must have to criticise intelligently an advertisement.

Not long ago an advertising man took exception to the advertising being done by the George P. Ide Company, makers of Silver Brand collars. He contended that it was weak because the ad tried to do two things at one time, and consequently carried too heavy a burden. It mixed style and construction, instead of sticking to one or the other, and to get the matter off his mind he wrote PRINTERS' INK.

The matter was investigated, and a letter received from the George P. Ide Company contending that, had the critic a better knowledge of the collar business, he would know that the style and the construction of a collar were inseparable for, as they say, "A collar, to be in style, must retain its shape. Some makes of collars stretch when laundered. If you have a collar which meets closely at the top normally, and it is re-

turned from the laundry stretched so that the top is open about a quarter of an inch, the style of that collar is ruined. The principal reason collars stretch is because of weak buttonhole construction. Our claim is that our collars retain their original shape and style, no matter how many times they are laundered. Thus you will see that when we talk about the construction of our collars it is not to impress the comparatively few men who buy collars principally for durability, as it is to drive home the fact that our collars are 'style all the while' because they are built to stand the hard onslaughts of the laundry."

And the explanation is perfectly apparent to any who stops to think and dig below the surface.

Another instance: A Western concern making an office printing device was greatly censured because they did not illustrate their advertising with a cut of their machine. But the critics did not know that a careful test had been made of illustrated and non-illustrated advertising, and because of the complicated appearance of the machine it was found that the percentage of replies was greater when the machine was not shown in the advertisement. It scared inquiries away because it gave the idea that it was too expensive and liable to get out of order.

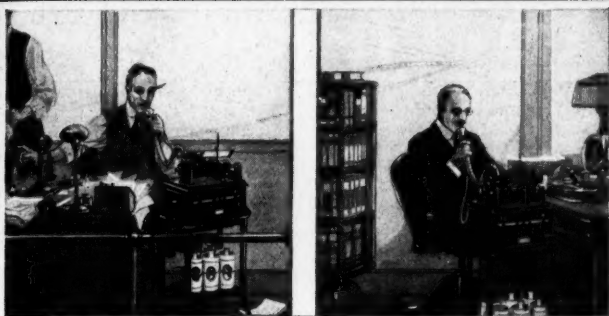
And so those who made the criticism were in the same position as the arm-chair generals: they were making surface criticisms. Unless we have a good knowledge of conditions and facts, such criticisms are apt to betray ignorance to one on the inside.

### **Hall Resigns from Educator Food Company**

Arthur B. Hall has resigned as advertising manager of the Johnson Educator Food Company, Boston, to become advertising and sales manager of the Angier Mills at Ashland, Mass.

### **Calkins & Holden Staff Now Includes Berrien**

J. G. Berrien, formerly with Street & Finney, and previous to that for some years with *Collier's Weekly*, is now with Calkins & Holden.



## The Big Routine Mail - and

## the Few Import- ant Letters

The routine correspondence of many offices is largely taken up as George Ade puts it, with saying, "The Matter has been Referred to the Proper Department." The wording doesn't vary much from day to day in the run of perfunctory mail. The bulk must be handled, and speed is a great big factor.

With your work as an executive, it's different. Mighty important issues often hang on the wording of a single letter. You need time to deliberate—to weigh every word in every letter.

The universal need for the

# Edison Dictating Machine

(Prevent Substitution. Specify "Made by Edison")

is well illustrated by its value under these widely different conditions.

When speed is the chief requisite the Edison is indispensable. It never interrupts, never asks for repetitions, never is away or busy when it is needed, never makes a mistake in passing on your words to the transcriber.

When careful deliberation is essential it is just as indispensable. It obviates the intrusion of another presence, it never distracts with irrelevant remarks, never moves around restlessly at delay, never eyes the clock, never breaks your train of thought with a request to repeat.

Your best ideas, your choicest dictation, your calmest judgments come to you when you are alone—and the Edison catches them all.

Let the nearest Edison dealer show you how adaptable the Edison Dictating Machine will be in *your* office.

(Look for the  
Underwriters'  
Label)



*Thomas A. Edison*  
INCORPORATED

211 Lakeside Avenue  
Orange, New Jersey

## AD-TIP

**No. 2** A high grade ginger ale (name on request) has advertised exclusively through our columns to the people of Elizabeth and Union County, New Jersey, for two years.

The first year the sales in this zone were three carloads—the second year eight carloads.

### Elizabeth Daily Journal ELIZABETH, NEW JERSEY

F. R. NORTHRUP, Special Representative  
226 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill.

### KEEP YOUR EYE ON

## The Independent

which appears this week in its new form. There is an unusual opportunity for an ambitious, productive advertising man, with special reference to the New England field, on its staff. Write to J. S. Hamilton, 119 West 40th Street, N. Y.

## Daily Newspaper Plant for Sale

The Janesville Daily Recorder has been discontinued and the entire plant is offered for quick lump sale at an extremely low price. Among the equipment is a practically new ten-page Duplex flat-bed perfecting press, and a ten horse-power motor. One carload of paper, two Mergenthaler linotypes, one a No. 5 with motors. Nearly new Miller Saw Trimmer, with motor; two flat casting boxes; large quantity ad type; fixtures, etc. Everything necessary with which to publish a daily newspaper. Wire at once for further information.

**GAZETTE PRINTING CO.**  
JANESVILLE, WIS.

## Why Packard Uses All "Caps"

Recent advertisements of the Packard Motor Car Company in the magazines and newspapers have caused considerable comment among advertising men, largely on account of their departure from custom by the use of all capitals for the text of the ads. To a lesser extent interest is aroused because of the company's apparent change of policy in featuring the mechanical

### "38" Packard "48"

PACKARD ENCLOSED BODIES  
TIPIFY CHARACTER AS EXPRESSED BY THE LATEST  
ACHIEVEMENT OF THE MOTOR  
CARRIAGE BUILDER'S ART.  
NEARLY FOUR MONTHS' TIME  
IS REQUIRED IN THE PACKARD  
SHOPS TO COMPLETE AN ENCLOSED BODY—A MATTER  
OF INFINITE CARE, EXPERT  
KNOWLEDGE AND FINISHED  
CRAFTSMANSHIP!  
FIFTEEN STYLES OF ENCLOSED  
CARRIAGES OFFER A RANGE OF  
SELECTION TO MEET YOUR  
PARTICULAR REQUIREMENTS.  
YOU HAVE THE CHOICE OF EXCLUSIVE, IMPORTED UPHOLSTERING MATERIALS SUITED TO YOUR INDIVIDUAL TASTE.

ASK THE MAN WHO OWNS ONE

**PACKARD MOTOR CAR  
COMPANY OF NEW YORK**

1861 BROADWAY

BROOKLYN—FLATBUSH AND EIGHTH AVES.

NEWARK HARTFORD SPRINGFIELD LONG ISLAND CITY

PACKARD "EXCLUSIVE" NEWSPAPER COPY

advantages of the car, to the exclusion of its outward appearance. Those who noticed their advertisement in *Everybody's* for September will remember that the entire appeal was based on their new bevel worms.

In explaining the Packard Motor Car Company's reasons for these variations, F. G. Eastman, of that company, says that the Packard magazine advertising is divided into two classes. Into one class he puts ads which have for their motive selling the reader on

the exclusiveness or quality of the Packard car. Ads of this class are chiefly confined to back covers, and rare engravings are used for getting the "atmosphere" into the ad. In the other class, Mr. Eastman says, "we attempt to tell more about our product and our methods of doing business. While we appreciate the value of style, our policy is sufficiently elastic to permit us to select an arrangement best suited to our purpose."

The use of all "caps" in their text-matter is explained in the following paragraphs of Mr. Eastman's letter:

Other things being equal, I think we are all agreed that caps are harder to read than lower-case. We sought to overcome this objection by using a very limited text and fairly large type.

You put your finger on the idea when you suggested that distinction was the aim which we had in mind. Our enclosed carriages represent a high standard of quality, and in the advertisement referred to, we were trying to produce the effect of exclusiveness as far as we could do so within the limitations of newspaper printing. It is our constant effort to create distinctive advertising, with due regard for good taste and without giving the impression of straining for an effect. The mere fact that we have in this instance attracted the attention of such an authority as PRINTERS' INK encourages us in the belief that our purpose, at least in part, has been realized.

### A "Fundamental Virtue"

AMERICAN SUNDAY (MONTHLY)  
MAGAZINE

NEW YORK, Sept. 16, 1913.

Editor of PRINTERS' INK:

I have always believed PRINTERS' INK to be just what you describe it, "a factor for creating new advertisers" and inspiring confidence in old advertisers.

I like PRINTERS' INK because of its one fundamental virtue—it deals in fact and does not lay much stress on theory. If other advertising publications would be more serious about fact and less serious about theory, I believe it would further tend to help us nearer to perfect efficiency.

W. H. JOHNSON,  
Advertising Manager.

### A New Slogan

W. R. McLAIN COMPANY

PHILADELPHIA, Sept. 20, 1913.

Editor of PRINTERS' INK:

With best wishes for the "paper that put the eyes in advertise," I am,

T. HARRY THOMPSON,  
Head of Copy Department.



THERE is a need in  
every office for  
**Globe-Wernicke**  
**Unifiles**

(All Steel, or Wood with Steel Interiors)

Catalog No. 273 on request

**THE GLOBE-WERNICKE CO.**  
Cincinnati

Makers of Sectional Bookcases & Filing Cabinets  
Agents and Branch Stores in all Principal Towns

## Is One Copy Enough?

Every member of your advertising force will get greater good from reading *Printers' Ink* if he has an individual copy. Additional subscriptions to *Printers' Ink* have relieved the congestion in many offices.

\$2.00 each — per year

**PRINTERS' INK PUB. CO.**  
12 West 31st St., New York City

### Colleges Offer Courses for Dealers

The "Short Course" for farmers is an established institution in the Middle West. It has remained for the University of Minnesota to establish the "Short Course" for merchants.

During February, at the University in Minneapolis, will be offered a week of instruction for the merchants of the state. Lectures will be given during every hour of the week. They will provide instruction for the retailer in every branch of his business.

Systems of selling, of accounting, store management, window decoration, credits, cost accounting, advertising, buying, will comprise the subject matter of this programme. Successful business men of Minnesota will give lectures during the course.

Nor is the University of Minnesota alone in its efforts to extend university work among the merchants, though it has gone a step further than most institutions. The University of Wisconsin, during the winter, will continue the extension courses given in many cities of that state in which selling instruction is the chief topic. Under this system, one night each week is given to a class in each city, instructors traveling from city to city to be present.

Northwestern University, in Chicago, in connection with its school of commerce, plans a course in which merchants will be invited to join. The special lectures dealing with retail merchandising will be delivered during the evening, that merchants may attend.

The University of Illinois has resident courses of interest to retailers, but offers none in university extension work.

It is a very safe prediction that the courses in Minnesota, Wisconsin and Northwestern will be watched carefully by other institutions. It is gratifying, indeed, to witness the change in attitude toward the retailer. The time is on the way when he will be given an opportunity equal to that of the farmer or the engineer to study his business thoroughly. The colleges and universities will furnish this opportunity. — *Dry Goods Reporter*.

### An Aid to Telegram Senders

One of the larger New York manufacturing concerns has introduced a method which insures immediate and accurate confirmation of telegraph messages sent to its customers and at the same time effects a considerable saving in time and labor, says the *New York Times*. The stenographers now make two carbon copies of each telegram. The original is sent at once to the telegraph office. "Confirmation" is written on one copy, which is mailed immediately to the customer, and the second copy is retained in the company's files. The plan obviates the possibility of forgetting to confirm such messages and corrects any possible errors in transmitting the telegrams. It is said to be especially advantageous in avoiding mistakes where fractional prices are quoted.

### Marked "Advertisement," But Not Paid For

The house-organ of the Packard Motor Car Company, in an article on "Maintenance of Price vs. Commercial Piracy," says:

"Other magazines of prominence have published articles on the subject by Mr. Brandeis in their advertising columns. This has produced the erroneous impression that these advertisements were being paid for by manufacturers, which is not the fact. These apparent advertisements were published by the magazines gratis as endorsing their own views of fair trade.

"It is unfortunate for the cause of fair trade methods that this should have occurred. It places Mr. Brandeis in a false light as the employed counsel of the 'fair traders' getting his views published by 'lobbyist' manufacturers.

"Mr. Brandeis has given his time and effort absolutely without compensation to so important a cause, out of a pure spirit of patriotism in behalf of fair trade conditions and constructive business generally."

### "The Package Advertiser"— A New Publication

Col. Charles M. Carr, founder of *The Journal* of the National Association of Retail Druggists and its editor and manager for the past eleven years, in company with Hunter Anderson, formerly of the staff of *Packages*, Milwaukee, will begin the publication of *The Package Advertiser* this month. It will be a monthly publication for users of all kinds of packages. The office of publication is in Chicago.

### Ward Gavett Heads Polk Advertising

Ward Gavett, formerly assistant advertising manager of the Burroughs Adding Machine Company, and recently with the Maxwell Motor Company, has taken charge of the advertising of R. L. Polk & Co., Detroit, Mich., directory publishers.

### Hamilton Scale Absorbs Tool Company

The Hamilton Scale and Tank Company, of Hamilton, Ohio, has taken over the Anderson Tool Company, manufacturers of computing scales, cheese cutters, automatic pumps, etc. There has been a complete reorganization of both companies.

### Wilson Joins "Happyland"

The publishers of *Happyland*, a children's magazine, announce the appointment of Fred W. Wilson, formerly of Hanff-Metzger, Inc., and of the Allen Advertising Agency, as advertising manager. Mr. Wilson's headquarters are in New York.



## Who Benefits from Canadian Advertising Tax?

BARNES-CROSBY COMPANY  
Chicago, September 8, 1913.

Editor of PRINTERS' INK:

You may be interested to compare our experience with Canadian mail with that as set forth in a letter from the Stewart-Warner Speedometer Corporation in the last issue of PRINTERS' INK. About a month ago we sent some proofs of plates which we had prepared for a butter concern, to use for their newspaper advertising, to individuals engaged in the butter business in Canada. These were sent with letters of explanation, which, of course were carried under first-class postage. Neither the letters nor the proofs of ads could have any value to us unless they were received by the people to whom they were addressed at the same time.

Canadian custom officials held up the third-class matter for about two weeks and then notified us that if we would send them something like \$4.50 to cover their tariff on circulars, calendars and other advertising matter, they would be glad to distribute the mail to the parties addressed. Their two weeks' delay had already destroyed the advertising value of this mail so we instructed them to destroy or dispose of the matter as best suited their convenience.

We do not know just why they called this matter a circular since it was not advertising anything, but was simply illustrations which had been engraved

and drawn up in proof form. All explanatory matter was carried in sealed letters. However, we presume that they were giving themselves the benefit of any doubt that might arise and so endeavored to collect the customs due them. If they had been more prompt in the matter we would gladly have paid them ten times what they asked, as the proposition was of some value to us, if it could have been carried out as we had planned.

Do you know of anyone who has discovered any benefits arising from collection of dues by the United States from merchandise and mail coming from Canada and by similar collection of duty by Canada of similar goods coming from the United States? No doubt there are a lot of people who feel as we do that it would be more profitable to abolish the custom entirely than for both sides to continue to keep it up.

BARNES-CROSBY COMPANY.

## Tragedies Told in Headlines

"The Automobile Was a Borrowed One."

"Party at Other End of Wire Was the Mother Instead of the Daughter."

"He Didn't Mind Losing the Borrowed Rod—but the Fish Got Away."

"Shykes Pays His Dental Bill and Postpones His Vacation."

"Incautious Doctor Tells Rich Patient Her Symptoms Are Those of Housemaid's Knee."—Chicago Tribune.

# To The Advertising Agent

Are you posted on the real facts about the New York City Telephone Directory as an advertising medium?

Can you advise your clients about its circulation, the class of people it reaches, the persistency of its appeal, the results it has brought to advertisers—the general and particular reasons why it is a *distinctive advertising medium*?

We're ready to talk it over TODAY.

Advertising forms for the Winter issue  
of 500,000 copies close October 11th.

Just telephone, write or call

## New York Telephone Company

Directory Advertising Department  
Telephone Cortlandt 12000

25 Dey Street

New York City



## Is Sample Collecting a Help or Hindrance?

Are Samples Sent to Small Boys and Sample-Collecting "Fiends" Really Wasted?—What D. E. Austin, J. N. H. Slee, G. H. Berkhardt, H. L. Whittemore, Etc., Think About It

THE old question of whether or not the waste of samples sent to disinterested parties answering advertisements is large enough to impair the value of the method has been aired by the *Brooklyn Daily Eagle* in the following article entitled "Sample Collecting New Craze for Boys":

Sending to business houses for samples is a schoolboy diversion that is rapidly becoming widespread and systematic. It's very simple. You merely furnish your name and address—as required in the newspaper or magazine—and you receive in the next mail the sample advertised. Last week one Brooklyn boy sent more than fifty requests for samples. Twenty-one of them went out in one mail. \* \* \* The "form letters" that accompany the samples sent are very interesting. They are always addressed "Dear Madam,"—the presumption being that it is some housewife who is sending for a sample of witch hazel, or silver polish, or cologne. These letters and the follow-up method used by the large concerns have amusing results at times. A Brooklyn boy who wrote for a sample of a well-known baby food was visited by a nurse sent from the concern. She asked to see the child—a wholly supposititious infant, of course—and was told by the rather frightened youngster that the baby was sleeping. She called again and met with the same response. A third visit resulted, and in despair the sample collector prevented further visits by saying the baby was dead. \* \* \* Many concerns seek to shut off mere frivolous inquiries by stipulating that 2 or 4 or 6 cents be sent with the request for a trial package. Such advertisements are a last resort with the sampler. He seeks to collect all the free packages he can first. \* \* \* One result of the sample craze is to give a somewhat fictitious value to magazine advertising. The results credited to the advertisements are not really exact. That is, each request for a sample presumably means a person interested in the article asked for and a possible customer. Of course, this is not true in the case of requests for samples made by the collectors. Every sample costs the concern sending it 8 or 10 or even 15 or 20 cents. This amounts to thousands of dollars when all the samples thus sought are sent out. There

are the cost of the article, the cost of mailing it and writing an acknowledgment to the inquirer, and all the indirect costs, clerk hire, etc. Probably, though, the result is accomplished. The articles are displayed and talked about, most of them are tried eventually, and the aim of advertising accomplished.

The writer of this article, however, has overlooked a very important fact, namely, the long-distance advertising value of a sample in the hands of a healthy American boy. Anyone familiar with this industrious young busybody knows that he is gifted with a very fluent flow of conversation. Everything he does or hears is a subject for discussion at the family table. All who enjoy his confidence are sure to hear full and detailed accounts of his adventures into the realm of sample collecting, and consciously or unconsciously, he is going to drag the name of your product into the conversation, and very likely tell his audience all about its merits to boot. At any rate, this seems to be the opinion of various samplers who were asked to give the readers of *PRINTERS' INK* their views on the subject.

Take the Three-in-One Oil people, for instance. They not only consider samples sent to the rising generation good advertising, but actually spend good money to get the younger generation to write for them, as indicated by the fact that they use large space in the *Youth's Companion*, *St. Nicholas* and *American Boy* for that purpose. J. Noah H. Slee, the president of the company, writes:

"We are great believers in educating the youth; in fact, we had a full colored page in *Youth's Companion* of September 18th, offering free samples to boys.

"We believe boys and girls are the most enthusiastic advertisers we know of if you really have a good article.

"We do not keep any record or endeavor to shut off the sample collector, simply because it would cost us more money in the time of our employees than the cost of the sample, and we would need a much larger organization to

carry it on. Furthermore, our requests for samples are so heavy daily that it would be difficult to check them up and keep the requests for a free sample.

"We mail a free sample on request and follow it up with a booklet descriptive of 'Three-in-One' Oil, and that is as much as we follow up any inquiry.

"We believe our article is so meritorious it will either make a convert or otherwise.

"We are well aware of the fact that there is a craze among the youth of the country for free samples, but we believe there is no better publicity than the growing generation."

D. E. Austin, vice-president of Nestlé's Food Company, who are staunch advocates of this form of advertising, contending that for them it is the most effective way of proving the merit of their article, says that although they know that 34 per cent of the samples they send out get into the hands of so-called "collectors," still they feel that this is a form of long-distance advertising. Mr. Austin's opinion is this:

"In our experience, sample collecting by boys is not a new problem, though the fad or 'craze' may be growing. We have experienced it for years, and strangely enough, a baby food is the last thing one would think a boy would bother with. But Nestlé's Food has a pleasant taste, and that may partly account for it.

"Of course, we make some effort to eliminate such requests, but many get through, because we do not want to make the censorship too thorough or it might kill some good applications.

"Trying is believing' with Nestlé's Food, as much as anything I know of, and the best advertising we can do is to get a package of our food in the hands of a mother who will use it. So we look upon waste in sampling much the same as we do waste circulation in publications and all other large advertising. There is no way of getting around it, and perhaps much of this so-called waste is really long-distance advertising.

"So far I am afraid I have said only what everybody knows, so now I will add some real information to make the whole worth while. The following is the result of an investigation made at an expense of \$300 on 1,000 applications for samples received by mail in New York City two years ago. The investigation was made one month after the samples were sent: 34 per cent were from boys and others having no baby; 26 per cent had moved, or could not be located; 5 per cent were from regular users; 12 per cent were from real prospects, but they had not tried the sample; 23 per cent were from real prospects who tried sample and continued using the food."

Another angle to the question is shown in the opinion of the J. B. Williams Company, manufacturers of shaving and toilet soaps. G. S. Hurst, assistant advertising manager of this concern, contends that the moment a sample leaves the factory it starts working for them, and no matter whether it falls into the hands of a curiosity-seeker or an interested party, it is good advertising. Says Mr. Hurst:

"There is no method of advertising that we know of that is free from a certain percentage of waste. We apply the same test to sampling that we apply to other methods of advertising, which amounts simply to deciding as well as may be whether the plan in general is likely to return results in general. That there will be exceptions, abuse and waste is a foregone conclusion, but unless these things run to a noticeable and alarming percentage we prefer to follow the plan, depending upon the benefits to be great enough to make negligible the waste, etc. There are professional sample-hunters to be sure, who nose through the magazines to get something for nothing, or next to nothing. We suppose there are children also who are interested in miniature packages, but, viewing the thing by and large, we think it is pretty safe to figure that the moment a sample leaves the factory it begins

to work for the factory. It may not convince the child immediately, but it may have an influence upon him in the future, or it may influence older members of the family immediately or in the course of time; but to sum up the whole thing we would simply say that we believe in sampling, and we therefore do it and swallow whatever disadvantages may be incident to it."

H. L. Whittemore, of Lamont, Corliss & Company, of New York, the well-known manufacturers' agents, is also of the opinion that a sample in the hands of a small boy is often of more value than in the hands of an adult. He says:

"Our feeling here in the matter is that a sample in the hands of a child is often much more useful than in the hands of a grown person, as children have the happy faculty of talking.

"I am personally convinced of this fact, owing to an experience which I had when a very small boy. One day at the Boston Food Show there was a very attractive display of Worcester Salt samples, and the man in charge of the samples did not think that my age would justify the outlay. Owing to my stature at that time I dived in under the rope and 'pinched' one, and that night at home displayed it to my family, from which time on they always used Worcester Salt."

H. H. Southgate, advertising manager of the Burnham & Morrill Company, manufacturers of B & M Fish Flakes, doesn't think samples sent to children can be called "waste" by any means; he feels that it will educate the coming generation to use their flakes, so that in after years when they get into homes of their own they will ask for the B & M brand. He covers the question in this fashion:

"In our estimation, every person who requests a sample of B & M Fish Flakes is a prospect. Our experience has been that a free sample offer brings a great many inquiries from sample collectors and children, with a fair percentage of replies from re-

sponsible and interested inquirers.

"When a sample is offered for a two-cent stamp, the class of inquiries seems to be a little better. An offer of a full-sized sample for the full retail price of a product seems to bring the most desirable class of replies.

"While a good many of our samples may go to sample collectors, the tins are pretty apt to be opened by someone in the family, as a letter and literature go by first-class mail to the inquirer, and someone in the family is more than likely to read this printed matter and thus become interested. If the boys and girls can be taught the advantages of using our product instead of other forms of codfish, and can be induced to ask for B & M Fish Flakes after they are in their own homes, we shall feel that the samples sent to the youngsters are not wasted.

"Sampling has a good influence upon the trade as well as upon the consumer, and we have derived much benefit from our various sampling propositions from the wholesale and retail trade."

G. H. Berkhardt, advertising manager of the Smith, Kline and French Company, makers of Es-kay's Food, is in the midst of an investigation that will throw more light on the subject. While he realizes that this child education is vital to future sales, still he hesitates as to saying that the results achieved are worth what they cost. He writes **PRINTERS' INK** as follows:

"We receive several hundred requests for samples every day, and I have noticed quite a few from time to time that seem to be from curiosity-seekers or undesirable people, so a few months ago I set about to determine if possible which publications furnished the most of these suspicious requests, with the idea of cutting down this waste circulation and incidentally our expense account.

"I agree to some extent with the person whom you quote as saying that, 'Supposing some of the samples do fall into the hands of boys and girls. Won't those boys and girls grow up some day, and

be purchasing products like mine?" But like a great many other things, this does not apply equally to all kinds of business. There may be some educational value so far as the children are concerned, and through them some education to the parents, but I have always felt that such education was not worth the price of the samples and advertising matter sent out on such curiosity-seeking requests.

"I will write you next month and cover this feature more fully, as I already have some data on it."

The consensus of opinion, therefore, seems to be that "sample-collecting fiends" are not after all an utterly worthless class for the advertiser. For some advertisers the sample collector is a good possible customer or a good missionary.

### Eddy, Advertising Manager Toledo Scale Works

Clayton A. Eddy, for the past five years advertising manager of the Detroit Stove Works, has resigned to become advertising manager of the Toledo Scale Works.

### Howard Company's New Accounts

The E. T. Howard Company, advertising agents of New York City, has secured the following accounts, which will be chiefly advertised in the women's publications: H. E. Verran Company, manufacturers of Royal Society embroidered cloth; Arthur Frankenstein & Co., makers of hose supporters and garters, and Salt's Textile Manufacturing Company, manufacturers of pile fabrics.

### Montreal Club's First Meeting

The first regular meeting of the newly formed Montreal Advertising Club was held at the St. Regis Hotel, Montreal, on September 15, H. R. Charlton presiding. The meeting was purely a business one.

The following were elected as directors to complete the board: Guy Tombs, general freight agent, Canadian Northern Railway; Edmund Doremus, advertising manager, Dominion Cartridge Company, and G. Goddard, advertising manager, Lawrence A. Wilson Company. A membership committee was elected, with H. V. Townsend as chairman, and the following members: H. F. Donahue, W. J. Cameron, H. A. Price, L. S. Bruner, James Peters and James Morrison.

## An Abrupt and Radical Change of Policy

on the part of the leading house in its line releases an advertising manager with qualifications worth consideration by manufacturers and advertising agencies, such as:

Sixteen years' business experience, with no holes in record; 4½ years in present position.

In demand as teacher and lecturer on advertising; has conducted campaigns for clients in many lines of trade; efficient in the linking up of advertising and sales.

Judgment in spending other people's money; experience enough to be open-minded when approaching new or different problems; knowledge enough to handle adequately details of copy, illustration, typography, and correspondence.

A business man with common sense, who believes in loyalty and co-operation, and appreciates the value of working smoothly with others.

Open for engagement October 6th in a field which offers opportunity for unrestricted growth, and invites the inquiries of anyone interested.

Address Box 101, care of Printers' Ink, N. Y.

## National Clubs Make Plans for Coming Year

**Executive Committee Discusses Measures to Finance Work Adequately—Would Promote Campaign to Advertise Advertising Strongly—Vigilance Work to Be Carried on without Let-up**

**T**HE Executive Committee of the Associated Advertising Clubs of America held its first session since the Baltimore convention at the Hotel La Salle, Chicago, on Wednesday, September 24. All but three of the twelve members of the committee were present for this important conference with President William Woodhead for the purpose of shaping the plans and policies of the association for the year. A number of the chairmen of the more important committees were also on hand for a conference on the work planned for their several departments.

Among the more important items discussed by the executive committeemen were:

Plans to place the association on an adequate financial basis to make it possible to carry on and promote the various departments on a systematic schedule.

Plans to start a nation-wide campaign to advertise advertising by means of advertising copy to be prepared by fifty-two of the leading characters of the business world.

Plans to make the programme for the Toronto convention a most attractive one from the standpoint of the student of advertising.

Plans to continue the educational and vigilance work with renewed vigor on a definite schedule in all of the leading clubs in the association.

The work of raising a fund of \$25,000 or \$30,000 properly to finance the work of the A. A. C. A. was put up to a committee headed by S. C. Dobbs. It was the opinion of the committeemen that the work of the association has progressed to the point where it cannot longer be conducted successfully on the "pass-the-hat" ba-

sis, but that it rather needs sufficient funds to provide a competent field secretary and other officers who will be able to devote their entire time to promoting the association work, such as organizing new clubs, promoting the educational work among the clubs in which this department has not secured a strong foothold, helping the various clubs to co-operate in the vigilance work, etc.

The campaign to raise these funds will be started at once.

The scheme to conduct a nation-wide campaign to advertise advertising was declared by President Woodhead to be one of the most important developments of the Chicago conference. The plan is to induce fifty-two of the leading men of business and political fame to prepare articles on the value of the right kind of advertising to the public in general; to show how intelligent advertising has reduced the selling cost of commodities to the consumer. The campaign to advertise advertising will be in charge of Arthur G. Newmyer, of New Orleans, as chairman of a special subcommittee of the Educational Committee.

John K. Allen, Boston, chairman of the Toronto Programme Committee, told the executive body of the plans he has outlined for making the next sessions of the association especially valuable from an educational standpoint. Mr. Allen announced that the keynote of the Toronto programme will be to interest the purchaser and consumer of advertising rather than the producers and sellers of advertising.

Joseph Potsdamer, Philadelphia, chairman of the exhibit of advertising committee, also outlined the plans that have already been set under way by his organization to make the exhibit of more value from an educational standpoint.

It was announced by President Woodhead, after the conference, that Harry D. Robbins, who had charge of the vigilance work during the past year, had agreed to continue as chairman of that committee for the coming year. Mr. Robbins will shortly announce the personnel of his committee, as

well as an outline of what he expects to accomplish during the winter months.

A majority of the Executive Committee were entertained by the Advertising Association of Chicago at a dinner-smoker at the association's new club-rooms on Tuesday night. A number of the committeemen left Chicago Wednesday night for Cincinnati to attend the convention of the Central Division of Advertising Clubs. Among those in attend-

ance at the Chicago conference were: President William Woodhead, San Francisco; W. R. Emery, Chicago; P. S. Florea, secretary, and T. W. La Quatte, treasurer; A. M. Briggs, Cleveland, O.; Douglas M. Graves, Boston, Mass.; George W. Coleman, Boston, Mass.; William C. Freeman, New York City; S. C. Dobbs, Atlanta, Ga.; Mac Martin, Minneapolis, Minn.; John Renfrew, Los Angeles, Cal.; Edward J. Shay, Baltimore, Md.

**A** GROUP of New York business men, who were enthusiastic subscribers and recognized its value, recently purchased the Caxton Magazine. "The little grey magazine," as it is familiarly called, is now being published from 13 Astor Place, in the Borough of Manhattan. If you have not seen a recent copy, let me know, and I'll be glad to send you one. 84% of our subscribers are business executives.

*Harold A. Holmes*

KEY PUBLISHING CO., 13 ASTOR PLACE, NEW YORK

**1847 ROGERS BROS.**

"Silver Plate that Wears"

Spoons, Forks, Knives, etc., of the highest grade carry the above trade mark.

Guaranteed by the largest makers of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., NEWARK, N.J.  
Successor to Meriden Britannia Co.  
NEW YORK CHICAGO SAN FRANCISCO





# The Little Schoolmaster's Classroom

YOU see it everywhere—heads of business reading their own advertisements and their competitors' advertisements from their personal points of view, ignoring altogether that the real type of reader for whom the advertisements were written may have an utterly different point of view.

There is a great field for study in this big subject of the reading habits of the people you are advertising to. What will they want to know before buying or before taking the other step that you want them to take? How much will they read? What are their reading habits generally? These are the things to find out, and when you are sure you have this important information down pat, stand by your guns—though the sales manager or the star salesman protests that the prospect will listen to a thousand words of his charming conversation, but won't read 500 words of your skilfully written talk.

\* \* \*

Most of us are tied up ever so much more closely than we dream to our narrow little point of view. The Schoolmaster repeats that the personal point of view is the most difficult thing in the world to get away from. Poor Mayor Gaynor—great man that he was—direct and forceful always in his letters and talks, wrote an introduction for a book of his letters and speeches and used a considerable number of long words in pointing out the superior value of short words! As the *New York Times* said, in commenting on this, "A long word" usually means just a word that we are not familiar with. Except for economy in space—something always worth considering in advertising—there is no value *per se* in the short word. You can use all short words and be cloudy; you can use a considerable number of long words and be perfectly clear and interesting, if you write skilfully. As a mat-

ter of fact, a style in which long and short words and long and short sentences are nicely balanced is the most pleasing style. We need contrast. All short words or all short sentences will likely produce a choppy style.

\* \* \*

The old lady wandered into the big bank, looking around helplessly. In an instant the assistant cashier who sits near the door just for such work was at her side asking what he could do for her. She wanted some information of a trivial nature, did not do any business with the bank, and soon the incident was apparently closed. One seeing just what happened that day would wonder if it were really worth while to have the bank people coached to attend so closely to the wants of such visitors. A month later a young man came in and opened an account with a first deposit of a thousand dollars and volunteered the information that he selected that bank because of the courteous way in which his mother had been treated on the occasion referred to. It really happened just the way the Schoolmaster tells it here. The bank advertises in the usual way—in the newspapers, the cars and in other ways; but its best advertisement is its daily service, which is as bread cast upon good waters. Few there are who realize service—good service day after day—is one of the greatest of advertisements.

\* \* \*

"Jones is a doubter, a pessimist, and he is a good balance for the other members of my staff," says an agency man. "We need the optimists all right, but we also need Jones, who always has to be shown, who dampens the excessive enthusiasm and pulls the plan back to the solid stuff that we can really depend on. He always wants to know if the thing will be worth the money that has to be put into it. He is a sort of



watch-dog on the treasury, and we need him."

\* \* \*

"Mr. D—— has been making a thorough investigation," wrote the publisher, "and he will be on hand on the 20th to present to you an absolutely new plan for selling your product—a plan that has no theory in it, that is sure to succeed. Mr. D—— has planned dozens of campaigns for our clients during the last six or eight months, and not in one single instance has the advertising been discontinued because the plan has gone wrong. Mr. D—— is representing our publication, of course, but don't think that his only object is to sell you space. Our principal desire is to see you get into this field as you should. The —— Magazine will do that for you, and you should use a page in every issue. Start now. Don't delay."

This is very nearly word for word the way a publisher writes to a national advertiser after having his advertising representative give perhaps a day's study to the

marketing of a great product—after getting the views of less than a score of buyers and prospective buyers. Such solicitations may not make it impossible for the publisher to do business with the advertiser, but they only excite mirth and make it harder for the solicitor to do himself justice when he gets around.

\* \* \*

What is a "campaign" anyhow? It is common nowadays for an agency or a publisher to present to an advertiser a "campaign" on which somebody has spent a few days or a few weeks, and which of course solves the entire problem of the advertiser.

It is a fine thing for publishers to work up suggestions as to effective forms of copy appeal, the most efficient ways of using their mediums, etc., but no hasty-pudding plan ought to be dignified with the word "campaign." A "campaign" is something that has to be worked out with great care. The average advertiser can no more tell exactly what turns a campaign will take than can a

The  
**Rapid Electrotpe Company**  
of Canada,  
Montreal



Will give you the best of  
**QUALITY AND SERVICE**  
on Plates for Your  
**Canadian Advertising**  
Write for Quotations

### Selected Rock County, Wisconsin As A Test Place

The following extract from letter recently received from a JANESVILLE DAILY GAZETTE advertiser is self-explanatory and carries a message to every advertiser and every person who wishes to get in quick, intense touch with the greatest number of people in this section:

"We have not had sufficient time to see just what this campaign will do, but we feel that if any paper will get results, the Gazette will make good. It might be of interest to you to know that we selected Rock County for one of the places in which to test the campaign, not because Rock County is particularly attractive to us, but because we felt the Gazette would cover the territory as well, if not better, than any other like section in Wisconsin."

#### THE JANESVILLE DAILY GAZETTE Janesville, Wis.

M. C. WATSON, Eastern Representative,  
286 Fifth Ave., New York City, N. Y.  
A. W. ALLEN, Western Representative,  
919 Advertising Bldg., Chicago, Ill.

## To Advertisers

An advertising man of some years' experience in foremost Agencies is now ready to devote his trained talents to the advertising of some one firm located in New York City. Successful record on several leading national advertising propositions. Write "K," Box 99, care of Printers' Ink.

### Newspaper Writing and Editing

By WILLARD G. BLEYER, Ph. D.

\$1.65, net. Postpaid.

"I think it admirable."—Robert Lincoln O'Brien, Editor of the Boston Herald.

HOUGHTON MIFFLIN COMPANY  
Boston New York Chicago

## Lincoln Freie Presse

GERMAN WEEKLY  
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 125,667

general who maps out a military campaign and who runs up against unexpected difficulties, checks by the enemy, etc. Any advertising campaign worthy of the name is a progressive affair, something that must be worked on by the season, by the year.

And, by the way, the shrewd advertiser knows how to place the fellow who has never made a failure of a campaign! As David Belasco once said of George Ade, "He was not one of us until he was responsible for a failure."

\* \* \*

"What can you do to help us, now that we have an advertising manager spending all his time on the work?" This nice little question was sprung on the advertising agency representative without warning, and it was not by any means an easy question to answer when the business executive putting it was a man unused to advertising matters. Every advertising agency representative ought to go out in the woods somewhere, ask himself that question, and be able to tell it to a tree before he takes a chance on telling it to the head of a corporation that has done little or no advertising.

\* \* \*

"By this plan," said the agency man, "you can immediately load the dealer up with an increased order."

"Don't want to do that," said the manufacturer. "We have to give our dealers the right to defer shipments when their sales run low, and they have plenty of stock. We don't believe it is to our interests for a dealer to have any more of our goods on hand than he can sell. We have been through that and in the long run the policy is a bad one. If you can modify your plan so that you can make dealers order more frequently, that will be fine, but don't do any loading."

### Brooks with Larkin Company

E. J. Brooks recently resigned from the advertising managership of the Wm. M. Crane Company, New York, to take a position in the copy department of Larkin Company, Buffalo. Mr. Brooks was formerly on the advertising staff of Wanamaker's in New York.

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

### ADVERTISING AGENTS

**ALBERT FRANK & CO.**, 26 Beaver St., N. Y.  
General Advertising Agents. Established  
1872. Special facilities for placing advertise-  
ments by telegraph to all parts of the United  
States and by cable to all foreign countries.

### Newspaper Classified

Carefully placed at publishers' lowest rates.  
Proof of insertion guaranteed or your money  
back. Write for select lists or send your list  
and ad for quotation. Agencies not handling  
Classified should write for our proposition.  
Bulletin "Advantageous Advertising" free on  
request.

Classified Dept.

**THE ARKENBERG-MACHEN CO.**  
233-5 Nasby Building Toledo, Ohio

We treat "live" problems: "What is wrong with our copy?" or "How can we get dealers to help us?" or "What would make a good trademark?" If any of these problems are a part of your "worry", write on letterhead for portfolio of Proofs.

# HB

**HELLER-BARNHAM**, Essex Bldg., Newark, N. J.

### ADVERTISING MEDIA

**THE TEXTILE MANUFACTURER**, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

The circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

**ST. PETERSBURG (Fla.) Eve. Independent**—Only newspaper in the world that gives away its entire circulation free every day in the year the sun does not shine upon its office. Clean, live, up-to-date. Intelligent and prosperous readers. Advertisers get results. Weekly Edition Thurs.

### AD WRITERS

#### COPY

**WRITING and ILLUSTRATING**—either or both—booklets, catalogs, folders, advertisements on a piece work basis, particularly on technical subjects; large New York agencies and magazines engage me. **ALFRED WONFER**, 114 So. 11th St., Newark, N. J.

### BILLPOSTING

## 8¢ Posts R.I.

Listed and Guaranteed Showing Good Locations  
Mostly individual boards. Write for open dates  
Standish Adv. Agency, Providence R.I.

### BUSINESS OPPORTUNITIES

**A WISK** man buys on a falling market. We have several good publishing propositions at attractive prices—from \$5,000 up—with easy terms to responsible men. **HARRIS-DIBBLE CO.**, 71 West 23d Street, New York City.

### CAPITAL WANTED

Foreign Advertising Agency, well known throughout the United States, wants additional capital or partner with from \$10,000 to \$25,000 to extend its business. Investigation solicited. Address, Box F-196, care of Printers' Ink.

### COPY WRITERS

## The Irish Gentleman from Milwaukee has the Floor!

(William Clancy's remarks follow)

Gentlemen: Folders, form letters and house organ copy with power, punch, pull, is the sort I write. My Waterman moves with a swish like that of the swingin' shillalah; it has the dynamic force of gunpowder; it is a polisher and buffer of brass tacks and a tire grip chain that makes skidding impossible on the open road to busier business. John H. Patterson was thinking of this pen of mine when he developed the cash register. Think of that wisful-eyed stenographer of yours now and challenge me to send you samples of my work. Small agencies will be interested also. I'm in Milwaukee at Suite 9, Metropolitan Building.

## FOR SALE

**Printing Establishment**

including 24 x 42 Hoe stop cyl. press.  
Easy terms. MELNIKER, 686 Newark  
Avenue, Jersey City, N. J.

**ADVERTISING COURSE**

I own I. C. S. Complete Advertising Course; must sell at once. Purchaser receives same instruction and service as one buying direct from School, saving over one-third. Thorough preparation in all branches of Advertising service. For particulars, address, R. L. WETZEL, 715 The Rookery, Chicago, Ill.

**HELP WANTED**

**SOLICITORS WANTED** for the Silver Jubilee edition of the weekly *St. Josephs-Blast* 28, 600 cop.). Can use 20 men for the different States east of the Rocky Mountains. High commission on cash basis. Only lively agents need to apply. Give reference. BENEDICTINE PRESS, Mt. Angel, Ore.

**CIRCULATION AND AD MAN**

A well-established, growing investment publication (New York) needs a young man for circulation, follow-up and advertising work, partly inside and partly outside. Moderate salary to start, but good prospects. Initiative, tact and energy necessary. State experience and salary wanted. Send samples of work. Address Box 221-G, care Printers' Ink.

**A Man Wanted**

If you are a man with sufficient knowledge and experience in the advertising agency business to fully and completely handle an account, beginning with the solicitation to the proper ordering and placing of the advertising; if you know mediums and circulation; if you believe in the square deal principle; and last, but not least, if you now have one or more accounts which you control, you have an opportunity to connect, on an attractive basis, with a small, live wire, Chicago agency, strong financially, now serving a very select clientele. Here is a real opportunity, but don't waste our time or yours unless you can qualify. Address, Box 204-G, care of Printers' Ink.

**LETTER SPECIALISTS**

**LETTERS**, booklets, etc., that bring results—that's the kind I write. Forceful, effective work. Low Rates. Send requirements. AD. WIDDER, 151 Broadway, Brooklyn, N. Y.

**MISCELLANEOUS**

**MANUFACTURERS** looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

## POSITIONS WANTED

**QUALIFIED**, thoroughly experienced man desires to change his present position to one where his extensive knowledge of printing, estimating, engraving, etc., will be of greater value. Age 28 years. Box G-208, care of Printers' Ink.

**STEREOTYPE** Foreman of proven ability and dependability; for years with large afternoon daily; familiar with all branches of the trade; interview and opportunity to demonstrate solicited. Address, Box G-212, care of Printers' Ink.

**Ad Writer and Circulation Copy**

man of wide experience has plan to serve a limited number of publishers. Low fee to each. Write for particulars. Box 213-G, Printers' Ink.

**COLLEGE GRADUATE**, with three years' trade journal and sales-correspondence experience, will prove-up with publication, advertising department or agency, on small initial salary. Address Box G-228, care Printers' Ink.

**ADVERTISING ASSISTANT**—Young man (26), five years' efficient training with large national advertiser. Capable detail-reliever; forceful writer; experienced stenographer. Initial salary \$25 weekly. Box G-222, Printers' Ink.

**ADVERTISING MAN**

(24) seven years' thorough business training; retail, wholesale, manufacturing; wants broader opportunity. Imaginative, efficient. Anywhere. Box 225-G, Printers' Ink.

**WISH** to enter manufacturer's ad dept.; 21, earnest worker, 2½ years' real advertising training. Now on agency copy staff—believe I'm making good. Motive, prefer to concentrate. Address Box 223-G, care Printers' Ink.

**IS THIS YOUR YOUNG MAN?**

He is (21) I. C. S. graduate; desires position manufacturing concern or agency. Write compelling copy, jingles, understand something of type, layouts and dummies. Salary moderate; references. Box 214-G, care of Printers' Ink.

**Some Manufacturer**

Needs an advertising man with common sense and a growing knowledge of advertising. **TRY ME.** I'm looking for a position. Address Box G-229, care Printers' Ink.

**COMMUNICATION** desired with newspaper owner in any part of country desiring managing editor by sober, reliable man of thirty; worked on best papers in Pittsburgh, Columbus, Nashville, Cincinnati, Buffalo. T. R. FORTEK, Telegraph Editor, Courier, Buffalo, N. Y.

**YOUNG MAN**, 26, well recommended, desires position as assistant to advertising manager; two years' experience as such, buying printing, engraving, art work, etc., corresponding, handling newspaper campaigns and general affairs. Address Box 210-G, care Printers' Ink.

**Young Man with Creative Ideas**

Writer of clean cut, real reason-why copy, is in a position to handle two or three small accounts. Am a business getter for business-getting men. If you wish your sales efficiency increased, write **JAMES MITCHELL**, 61 Penn St., Camden, N. J.

**Wanted: A position as an advertising manager or as an assistant to a strong advertising man, where there is a chance to grow. I am a high school graduate, also I. C. S. student of advertising; had several years' executive experience in manufacturing line and machinery. Am progressive and ambitious, but not a know-it-all. Box 208-G, care of Printers' Ink.**

### Woman Copy Writer

now writing and placing copy, making-up two magazines, and doing general work of Advertising Department in Publishing House, desires to make change. Magazine or publishing house in Philadelphia preferred. Initiative, executive ability and news sense. Box G-207, Printers' Ink.

### SALES AND ADVERTISING MANAGER

of national organization operating more than fifty branches will serve in a similar capacity a business offering greater opportunities. Immediate change desired. Box G-220, Printers' Ink.

### CAPABLE ADVERTISING MAN

Now employed by high grade Chicago stationery and printing house as advertising manager and head of customers' service department, seeks change for reasons excellent. Strong on copy, plans and mail sales ideas; a competent printing estimator with knowledge of paper, engravings, etc. Good executive and close buyer. Salary to start \$2000; will go anywhere. Box 208-G, care of Printers' Ink.

### A Business Producer

I HAVE MADE GOOD on a most difficult (class) proposition. Want same opportunity on any publication that can give REAL VALUE to advertisers. Bona fide circulation, etc. 33 years old, married. Salary \$60 to begin. Nine years in my own business (publishing.) Highest references. Box 190-F, care of Printers' Ink.

### Chicago Solicitor

Are you seeking in this field a capable business getter who is acquainted with all agencies. Able to handle the highest class mediums or a list of papers. Also know the small town or country newspaper field. One who has taken the full course in solicitation. Let me write you about my experience and how well I have produced for my present employers. Address Box G-209, care Printers' Ink.

### A New Note in Your Advertising

I will put it there for you. My time, worth \$3000 per year, is for sale. Exceptional references, top-notch past work for leading American manufacturers and agencies, unusually broad experience; all backed up by common sense, stability and adaptability. If you need a high grade man to put new life into your advertising and selling system, write me. EFFICIENT, 1332 McCormick Bldg., Chicago.

### PRINTING

**GENERAL PRINTING, CATALOGUE and BOOKLET WORK.**—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Coin Cards. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. THE WINTHROP PRESS, 141 E. 25th St., N. Y.

### RATE INFORMATION

**STALKER'S UNIVERSAL RATE CARD** saves time, trouble, error. Complete—compact. Desk or pocket—quick reference. Gives location, circulation, line, page, half, quarter, eighth page rates; discounts, closing dates, sizes. One for newspapers—one for magazines. Only rate data published quarterly. Tom Balmer orders eight. Write today for sample. H. H. Stalker Adv. Co., Toledo, Ohio.

## Insure Your Copies of Printers' Ink

against loss, mutilation and French leave.

*Printers' Ink* binders will protect them. A very simple arrangement holds them in place and the binder itself—heavy board, black cloth and gold lettering—is durable and most presentable.

65c each, postpaid—  
at cost of manufacturing  
and mailing.

**PRINTERS' INK PUB. CO.**  
12 West 31st St., New York City

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent **PRINTERS' INK** a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



**PRINTERS' INK's** Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by **Printers' Ink Publishing Company** who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

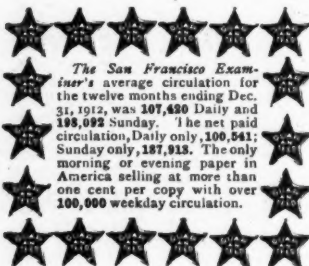
Birmingham, *Ledger*, dy. Average for 1912, 28,044. Best advertising medium in Alabama.

## ARIZONA

Phoenix, *Gazette*. Average July, 1913, 6,350. daily. A. A. A. ex. reguinary.

## CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av. '12, 59,261. Largest morning circulation in Los Angeles.



The *San Francisco Examiner's* average circulation for the twelve months ending Dec. 31, 1912, was 107,420 Daily and 188,092 Sunday. The net paid circulation, Daily only, 100,541; Sunday only, 187,913. The only morning or evening paper in America selling at more than one cent per copy with over 100,000 weekday circulation.

## CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1911, 7,892; 1912, 8,124.

Meriden, *Morning Record*. Daily av.: 1910, 7,892; 1911, 8,085; 1912, 8,404.

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 19,193 daily, 2c.; Sunday, 15,475, 5c.

Waterbury, *Republican*. Examined by A. A. regularly. 1912, Daily, 8,180; Sunday, 7,973.

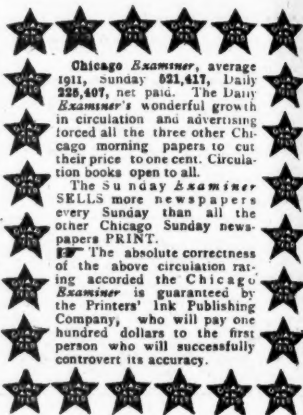
## DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily, 1912, 83,806 (©©). Carrier delivery.

## ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,269.

Peoria, *Evening Star*. Circulation for 1912, Daily, 21,892; Sunday, 10,449.



*Chicago Examiner*, average 1911, Sunday 521,417, Daily 228,407, net paid. The *Daily Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The *Sunday Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the *Chicago Examiner* is guaranteed by the **Printers' Ink Publishing Company**, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

## INDIANA

South Bend, *Tribune*. Sworn average August, 1913, 13,114. Best in Northern Indiana.

## IOWA

Burlington, *Hawk-Eye*. Average 1912, daily, 9,875; Sunday, 10,854. "All paid in advance."

Des Moines, *Register & Leader—Evening Tribune*, 1st 6 mos. 1913, 86,571. Sunday *Register & Leader*, 40,423. 40% larger than any other Iowa paper. Supreme in want ad field.

Washington, *Eve. Journal*. Only daily in county. 1,975 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1912, 8,711. Waterloo pop., 29,000.

## KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 28,066; Sunday, 49,151.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,682.

## LOUISIANA

New Orleans, *Hem*, 6 mos. sworn statement U. S. P. O. d'y & Sun., Oct. '12, Mar. '12, net cir. 48,635.

## MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1912, daily 10,692.

Portland, *Evening Express*. Net average for 1912, daily 19,028. Sunday *Telegram*, 12,320.



## MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1912—Sunday, 86,394; daily, 80,048. For August, 1913, 14,010 dy.; 56,968 Sun.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## MASSACHUSETTS



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1912, 190,149.

Sunday

1912, 323,916.

Advertising Totals: 1912, 8,042,811 lines

Gain, 1911, 266,450 lines

1,794,631 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. August circulation averages of *The Boston Post*: *Daily Post*, 431,381, *Sunday Post*, 318,177.

Lawrence, *Telegram*, evening, 1912, av. 8,986. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1910, 16,662; 1911, 16,987; 1912, 18,338. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1912, 19,198.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '12, 20,367. The "Home" paper. Largest ev'g circ.

## MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1912, 83,463.

Jackson, *Patriot*, aver. 1st ½ 1913, daily, 10,416; Sunday, 11,464. Quality circulation.

## MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 106,380.



Minneapolis, *Tribune*; W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1912, daily *Tribune*, 100,134; Sunday *Tribune*, 142,931.

## MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1912, 123,483.

## NEW JERSEY

Camden, *Daily Courier*. Daily average Oct. 1st, 1912 to Mar. 31, 1913, 10,936.

Camden, *Post-Telegram*. 10,900 daily average 1912. Camden's oldest daily.

Trenton, *Evening Times*. '08, 21,326; '20-'00, 19,042; '10, 19,228; '11, 20,115 '12—21,949.

## NEW YORK

Albany, *Evening Journal*. Daily average for 1912, 13,166. It's the leading paper.

The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1912, 64,406.

Buffalo, *Courier*, morn. Ave., 1912, Sunday, 99,692; daily, 54,496; *Evening*, evening, 37,182.

Buffalo, *Evening News*. Daily average, six months, 1913, 103,007.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, 6,739.

Schenectady, *Gazette*, daily. A. N. Liecby. Actual Average for 1912, 22,010. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Utica, *National Electrical Contractor*, mo. Average for 1912, 2,666.

## NORTH CAROLINA

Charlotte—Best town two Carolinas. *News*, best Evening and Sunday paper. Investigate.

Winston-Salem, *Daily Sentinel* (e.), av. April '13, 4,660. *Semi-Weekly Sentinel*, av. April '13, 6,360.

## OHIO

Cleveland, *Plain Dealer*. Est. 1831. Actual average for 1912: Daily, 106,494; Sun., 134,266. For Aug., 1913, 118,491 daily; Sunday, 143,138.

Youngstown, *Vindicator*. D'y av. '12, 16,971. LaCoste & Maxwell, N. Y. & Chicago.

## PENNSYLVANIA

Erie, *Times*, daily. Av. cir. 1st 6 mo. 1913, 22,535; 22,719 av., August, 1913. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia, *The Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1912, 67,233; the Sunday *Press*, 178,868.

Washington, *Reporter and Observer*, circulation average 1912, 13,060.







**West Chester.** *Local News*, daily, W. H. Hodgson. Aver. for 1912, 19,188. In its 41st year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre.** *Times-Leader*, eve. net, sworn, average 1st 6 mos. 1913, 19,124.

**York.** *Dispatch and Daily*. Average for 1912, 19,688. Covers its territory.

### RHODE ISLAND

**Newport.** *Daily News*, (evening) 66th year. Covers field. Circulation for 1912, 4,690.

**Pawtucket.** *Evening Times*. Average circulation for 1912, 21,097—sworn.



**Providence.** *Daily Journal*. Average for 1912, 24,465 (©©). Sunday, 34,777 (©©). *Evening Bulletin*, 83,447 average 1912.

**Westerly.** *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, 8,449.

### SOUTH CAROLINA

**Charleston.** *Evening Post*. Evening. Actual daily average 1912, 8,599.



**Columbia.** *State*. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,525. March, 1913, average, daily, 20,450; Sunday, 20,190.

### VERMONT

**Barre.** *Times*, daily. Only paper in city. Av. 1912, 8,083. Examined by A.A.A.

**Burlington.** *Free Press*. Examined by A.A.A. 9,418 net. Largest city and state.

### VIRGINIA

**Danville.** *The Bee* (eve.). Aver. July, 1913, 5,267. August, 1913, ave., 5,283.

### WASHINGTON

**Tacoma.** *Ledger*. Average year 1912, daily and Sunday, 21,847.

**Tacoma.** *News*. Average for year 1912, 20,898.

### WISCONSIN

**Fond Du Lac.** *Daily Commonwealth*. Average year ending Dec. 31, 1912, 4,063. Established over 40 years ago.

**Janesville.** *Gazette*. Daily average, Aug., 1913, daily 8,044; semi-weekly, 1,862.

**Racine** (Wis.) *Journal-News*. June, 1913, Average circulation, 7,081.

### ONTARIO, CAN.

**Fort William.** farthest West city in Ontario. *Times Journal*, daily average, 1912, 4,132.

### QUEBEC, CAN.

**Montreal.** *La Patrie*. Ave. year 1912, 48,237 daily. Highest quality circulation.

### SASKATCHEWAN, CANADA

**Regina.** *The Leader*. Average, 1st 3 mos. '13, 12,208. Largest circulation in Saskatchewan.

## Want-Ad Mediums

### CONNECTICUT

**MERIDEN** *Morning Record*. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times

**NEW Haven** *Register*. Leading want ad medium of State. Rate 1c. a word. Av. '12, 19,193.

### DISTRICT OF COLUMBIA

**THE** *Evening and Sunday Star*, Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

### ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

**THE** *Chicago Examiner* with its 541,623 Sunday circulation and 216,898 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

### MAINE

**THE** *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

### MARYLAND

**THE** *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



**THE** *Boston Globe*, daily and Sunday, for the year 1911 printed a total of 498,000 paid want ads; a gain of 18,723 over 1910, and 340,656 more than were printed by any other Boston newspaper.



### MINNESOTA



**THE** *Minneapolis Tribune*, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

## NEW YORK

THE Albany *Evening Journal*, Eastern N. Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is the best classified advertising medium in New York State outside of N. Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

## OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

## PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## (◎◎) Gold Mark Papers (◎◎)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ◎.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

## ALABAMA

The Mobile *Register* (◎◎). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Dy. av. 1912, 63,804 (◎◎). Delivered to nearly every home.

## ILLINOIS

*Bakers' Helper* (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Inland Printer*, Chicago (◎◎). Actual average circulation for 1912-13, 17,266.

## MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woollen industries of America (◎◎).

Boston *Evening Transcript* (◎◎), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (◎◎). Only French daily among 75,000 French population.

## MINNESOTA

The *Minneapolis Journal* (◎◎). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

## NEW YORK

Brooklyn *Eagle* (◎◎) is THE advertising medium of Brooklyn.

*Dry Goods Economist* (◎◎), the recognized authority of the Dry Goods and Department Store trade.

*Hardware Dealers' Magazine* (◎◎). Specimen copy mailed on request. 263 Broadway, N. Y.

*New York Herald* (◎◎). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

The *Evening Post* (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting 'The Evening Post.'—Printers' Ink.

*Scientific American* (◎◎) has the largest circulation of any technical paper in the world.

The *New York Times* (◎◎) has a greater daily city sale than the combined city sales of five of the seven other New York morning newspapers.

*New York Tribune* (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

## PENNSYLVANIA

The *Press* (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,858.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence *Journal* (◎◎), only morning paper among 600,000 people. "The R. I. Bible."

## TENNESSEE

The *Memphis Commercial Appeal* (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial Appeal* passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 83,000.

## WISCONSIN

The *Milwaukee Evening Wisconsin* (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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